PROJECT DESIGN PHASE – II CUSTOMER JOURNEY MAP

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|  | | **Date** | | | 19.10.2022 | | |  | |
| **Team ID** | | | PNT2022TMID23641 | | |
| **Project Name** | | | Analytics for Hospital and Healthcare Data | | |
| **PHASES** | **PHASE – I**  **Emergency Case (COVID –**  **19)** | | **PHASE – II**  **Hospitalization** | **PHASE – III**  **Length of Stay of Patients** | | **PHASE – IV**  **Resource Allocation** | **PHASE –**  **V**  **Periodical Reports** | | **PHASE – VI**  **Follow-up Consultation** |
| **User Action** | COVID-  19+ve patients will have the to be admitted in hospital. | | Hospital Management and Staffs are responsible to hospitalize the patients. | The Doctors and Nursing staff should take the account of LoS of Patients. | | The essential resources for treatments allocated. | The Data on each patients are explored and reports are  created. | | Further Doctor consultation is important for being aware of the prevailing situation. |
| **Touch Point** | COVID-19  Test and Results. | | Physical mode of Admission. | Analysing the severity of virus  affected. | | Analysing  the patient’s  condition. | Reports on Pharma  portal. | | Android Application or  Video |

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|  |  |  |  |  |  | Conference. |
| **Overall Experience** | Difficulties in reaching the hospitals. | Admission process may be long. | The extreme LoS may affect the hospital  Staffs. | Difficulties may rise in timely allocation of resources. | Positive Reports on patients are  expected. | A good Consultancy. |
| **Emotions** | Tensed | Tensed | Tensed | Tensed | Positivity | Relief from disease |
| **Expectations** | Facility to reach near  by Hospital | Immediate Treatment. | Length of Stay | Timely resource  allocation. | Expected Reports. | A Good Doctor to  Consult. |