

Project Design Phase-II Customer Journey

Date	07 October 2022
Team ID	PNT2022TMID23745
Project Name	Project – Contaminated zone alerting Application
Maximum Marks	4 Marks

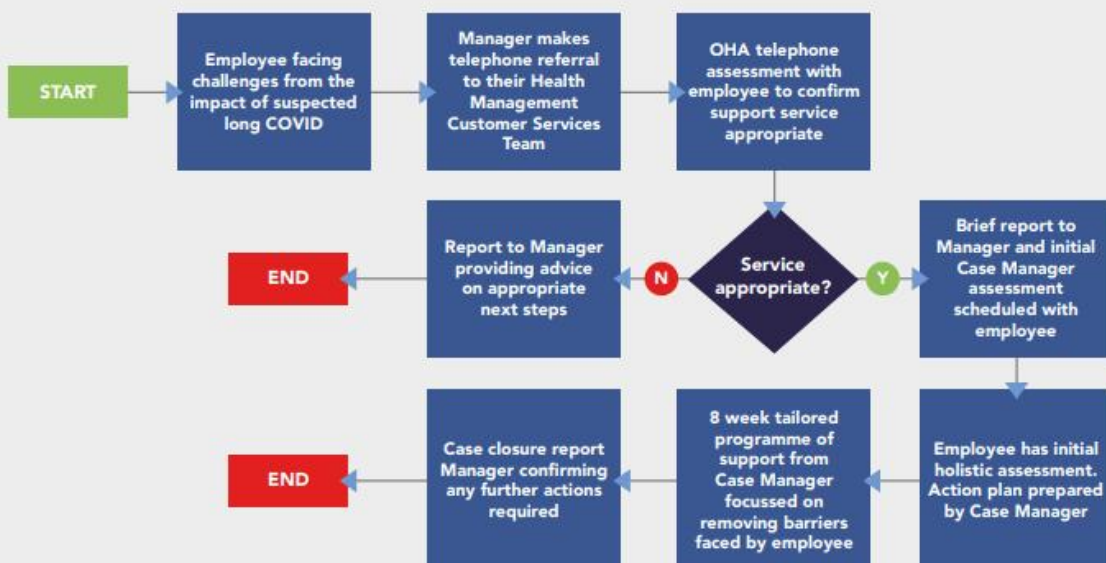
CUSTOMER JOURNEY

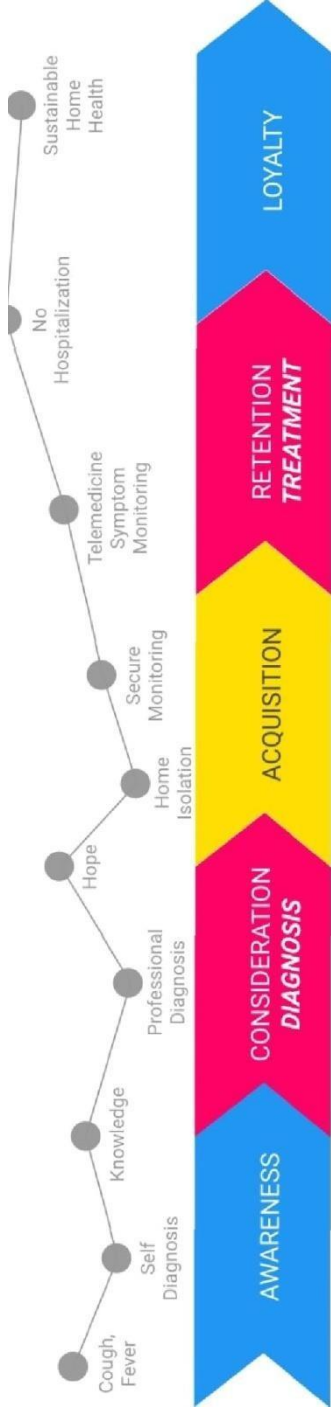
COVID-19 has dramatically changed consumer behavior. Across industries and regions, people prioritized essentials and reduced impulse purchases. At the same time, people facing closed stores, reduced hours, and social-distancing requirements turned to e-commerce, which grew 27.6% worldwide. Across multiple categories, brand/retailer websites or apps are among the stickiest of touchpoints throughout the journey. And considering that many people made an online transaction for the first time during the pandemic, it is now more important than ever to deliver an excellent online experience.

PHASE

- **Awareness:** The customer realizes they have a need, problem or opportunity.
- **Research:** They research solutions to determine whether to make a purchase and evaluate options.
- **Consideration:** They decide they'll make a purchase to address their need, and they narrow down their options.
- **Purchase:** They choose a solution and buy it.
- **Support:** The customer uses the product or service, engages with the company and decides whether to purchase again.

Customer journey





Health Authority
-one doctor
-is Question
Lab Testing
Health Insurance
-med
Doctor's Office
Home Isolation
Telemedicine
Corrective care actions

-home Monitoring
Hospitalization
-remediate
Final Lab Testing
Release

First Contact		First Action		Corrective care actions		Treatment		Release	
Clarify risk Inform Health Authority Promotion of Home Isolation Request for Home Monitoring	Clarify risk	Question Survey	Receive Home Monitoring Device	Home Monitoring	Release Criteria				
	Inform Health Authority	Cosnisdor Lab Testing				Support	Feedback		
						Community			
	Promotion of Home Isolation	Reimburse with Health Insurance	Home Monitoring	Knowledge Base	New Features				
	Request for Home Monitoring	Research Studies	Telemedicine		Machine Learning	Clinical Studies			