Project Design Phase-II
Customer Journey Map

Date	17 September 2022
Team ID	PNT2022TMID49226
Project Name	Project - Visualizing and Predicting Heart Diseases with an Interactive Dash Board

SCENARIO

Browsing, booking, attending, and rating a local city tour

Entice

How does someone initially become aware of this process?

Enter

What do people experience as they begin the process?

Engage

In the core moments in the process, what happens?

Exit

What do people typically experience as the process finishes?

Steps

What does the person (or group) typically experience?

- Finding the application
- Create a user account
- Getting a basic idea about the UI of the dashboard
- Input the problems as data to the dashboard
- Visualising the data
- Machine Learning Algorithms
- Recommend diet chart
- Recommend healthy habits
- Visualise data interactively

Interactions

What interactions do they have at each step along the way?

- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

- Uploading data
- See the dashboard
- Visualise the dashboard
- View the results of the dashboard
- Visualise the dashboard
- Heart rate prediction

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

- Checks your heart diseases
- Checks for your health condition
- Helps you interact better
- Quick prediction of heart diseases
- Suggests diet
- At the end, aims for your good health
- Reduces stress on a physical doctor

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

- Detailed information about heart diseases
- Easy to access and visualise the prediction
- No heart diseases predicted
- No health issues given
- Food chart recommendation is not needed

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

- Knows about disease prediction
- Awareness on the outputs given
- Enters data with heart diseases
- Bad health of user
- Heart diseases predicted
- Doctor visit recommended
- A strict diet is suggested

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

- Detailed awareness of the features of the app
- Accepts more parameters of health data
- Various more functions other than just one submit button
- Prediction of other diseases such as lungs and kidney
- All diseases predicted
- Physical activity suggestions