

Project Design Phase-II

Customer Journey Map

Date	8 October 2022
Team ID	PNT2022TMID03446
Project Name	Project - Analytics for Hospitals' Health-Care Data
Maximum Marks	4 Marks

Customer Journey Map

Template

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Analytics for Hospitals' Health-Care Data

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TP
As you add steps to the experience, move each three "Steps" to the right depending on the scenario you are documenting.

	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?	Extend What happens after the experience is over?
Scenario To predict the length of hospital stay, so that hospitals can use the information to optimize resource allocation and better functioning.					
Steps What does the person (or group) typically experience?	Discover Research Understand Analyze Interpret	Understand patient data Start to process the data Predict	Customer of product Research doctor Interpret	Make findings Report findings	Share with Share with Share with Share with
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?	Meet with Visit Research Research Research	Meet with Meet with Meet with	Meet with Meet with Meet with	Meet with Meet with Meet with	Meet with Meet with Meet with
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to find Help me to find Help me to find Help me to find Help me to find	Help me to find Help me to find Help me to find	Help me to find Help me to find Help me to find	Help me to find Help me to find Help me to find	Help me to find Help me to find Help me to find
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	I like to find I like to find I like to find I like to find I like to find	I like to find I like to find I like to find	I like to find I like to find I like to find	I like to find I like to find I like to find	I like to find I like to find I like to find
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	I don't like to find I don't like to find I don't like to find I don't like to find I don't like to find	I don't like to find I don't like to find I don't like to find	I don't like to find I don't like to find I don't like to find	I don't like to find I don't like to find I don't like to find	I don't like to find I don't like to find I don't like to find
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	I like to find I like to find I like to find I like to find I like to find	I like to find I like to find I like to find	I like to find I like to find I like to find	I like to find I like to find I like to find	I like to find I like to find I like to find