Customer Journey map

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	The customer finds its hard to change the radiology images on the screen while performing surgery.	It addresses their problem / We give solution to their problems	They feel hygienic enironment / Able to concentrate fully on the job / Easy accessibility	It saves time / It reduce pathological infection
Needs and Pains What does the customer want to achieve or avoid?	The customer wants something which doesn't need physical contact / They need the machine to understand them without touching it	By our product, they can achieve touchless interaction to the browsing of radiology images / They can overcome the risk of infection and achieve hygiene	They got what they always wanted / Feels relieved from the pain / Their job is made easy	Their needs are fulfilled / Easy to browse
Touchpoint What part of the service do they interact with?	They need to interact with the camera	They don't have to perform physical interaction with the machine / A simple hand gesture will suffice	They don't need to touch the screen anymore / The machine can read their mind by seeing gestures / They feel less work preassure	Easy to interact / Can be able to fully focus on the patient
Customer Feeling What is the customer feeling?	🤯	🤔	😀	🥵
Backstage				
Opportunities What could we improve or introduce?	We can improve the product by introducing voice	Can be able to	Introduce IR	Implement it on system with higher
Process ownership	Surgeon	PC	Camera	Python objection libraries

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