

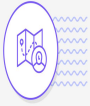
Project Design Phase-II

Customer Journey Map

Date	8 October 2022
Team ID	PNT2022TMID39445
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 "How do I know it's 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 Stay (LOS) for each patient so that hospitals can use the information to optimize resource allocation and better functioning.					
Steps What does the person (or group) typically experience?	Assessment Recommendation The initial step The data The initial step The data	Initial patient data The customer data The customer data The customer data The customer data	The customer data The customer data The customer data The customer data The customer data	The customer data The customer data The customer data The customer data The customer data	The customer data The customer data The customer data The customer data The customer data
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?	Mobile app Web app Mobile app Web app Mobile app Web app	Mobile app Web app Mobile app Web app Mobile app Web app	Mobile app Web app Mobile app Web app Mobile app Web app	Mobile app Web app Mobile app Web app Mobile app Web app	Mobile app Web app Mobile app Web app Mobile app Web app
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to find the data Help me to find the data Help me to find the data Help me to find the data Help me to find the data Help me to find the data	Help me to find the data Help me to find the data Help me to find the data Help me to find the data Help me to find the data Help me to find the data	Help me to find the data Help me to find the data Help me to find the data Help me to find the data Help me to find the data Help me to find the data	Help me to find the data Help me to find the data Help me to find the data Help me to find the data Help me to find the data Help me to find the data	Help me to find the data Help me to find the data Help me to find the data Help me to find the data Help me to find the data Help me to find the data
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The initial step The data The initial step The data The initial step The data	The initial step The data The initial step The data The initial step The data	The initial step The data The initial step The data The initial step The data	The initial step The data The initial step The data The initial step The data	The initial step The data The initial step The data The initial step The data
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The initial step The data The initial step The data The initial step The data	The initial step The data The initial step The data The initial step The data	The initial step The data The initial step The data The initial step The data	The initial step The data The initial step The data The initial step The data	The initial step The data The initial step The data The initial step The data
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	The initial step The data The initial step The data The initial step The data	The initial step The data The initial step The data The initial step The data	The initial step The data The initial step The data The initial step The data	The initial step The data The initial step The data The initial step The data	The initial step The data The initial step The data The initial step The data