PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

|  |  |
| --- | --- |
| Date | 07 November 2022 |
| Team ID | PNT2022TMID10019 |
| Project Name | Analytics for Hospital and Healthcare Data |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| PHASES | PHASE – I  Emergency Case  (COVID – 19) | PHASE – II Hospitalization | PHASE – III  Length of Stay of Patients | PHASE – IV  Resource  Allocation | PHASE – V  Periodical Reports | PHASE – VI  Follow-up  Consultation |
| User Action | COVID-19 +ve patients will have the necessity of to be admitted in hospital | Hospital  Management  and Staffs are responsible to hospitalize the patients | The Doctors and Nursing staff should take the account of LoS of  Patients | The essential resources for treatments allocated | The Data on each patients are explored and reports are created | Further Doctor consultation is important for being aware of the prevailing situation. |
| Touch Point | COVID-19 Test and Results | Physical mode of Admission | Analysing the severity of virus affected | Analysing the patient’s condition | Reports on  Pharma portal | Android  Application or  Video  Conference |
| Overall  Experience | Difficulties in reaching the hospitals | Admission process may be long | The extreme LoS may affect the hospital Staffs | Difficulties may rise in timely allocation of resources | Positive Reports on patients are expected | A good  Consultancy |
| Emotions | Tensed | Tensed | Tensed | Tensed | Positivity | Relief from disease |
| Expectations | Facility to reach near by Hospital | Immediate Treatment | LoS | Timely resource allocation | Expected Reports | A Good Doctor to Consult |