

Project Design Phase II

Customer Journey Map

Date	11 October 2022
Project Name	Visualizing and Predicting Heart Diseases with an Interactive Dash Board

Customer Journey Map:

The customer journey map is a visual representation of the steps a customer takes to complete a specific action, such as signing up for a product trial or subscribing to a newsletter. The more steps involved to complete the specific action, the more detailed the customer journey map will be.



Document an existing experience

Plan 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.

 Process Research, develop, deliver, and manage a healthy heart	 Enter What do people experience as they begin the process?	 Engage In the core moments of the process, what happens?	 Exit What do people typically experience as the process finishes?
 Steps What does the customer go through typically experience?	<div>By searching through online</div> <div>Finding our prediction dashboard</div> <div>Create User Account</div>	<div>Visualize the information of prediction</div> <div>User gives their prediction as their input to prediction system</div> <div>Review of the score about prediction results</div>	<div>Eyes to score and visualize the prediction</div>
 Interactions What interactions during time of each step do people use? 1. What do they use to interact? 2. What do they use to interact? 3. What do they use to interact?	<div>Interactive Dashboard for Heart Disease prediction</div> <div>Disease Prediction of online</div>	<div>Interaction with Dashboard</div> <div>View the results from interactive dashboard</div>	<div>   </div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me," "or "Help me avoid")	<div>Help me to check whether I have heart disease or not</div> <div>Help me to get assistance about my heart condition</div>	<div>Quick prediction for the given symptoms</div> <div>Emotional support, empathy and request</div>	<div> <div>Assess heart health</div> <div>Assess heart health</div> </div>
 Positive moments What steps does a person expect, anticipate, or enjoy?	<div>Visualize information about disease</div> <div>Easy to access and visualize the prediction</div>	<div>Positive results from the prediction</div> <div>Clear information communication</div>	<div> <div>Visualized explanation about the disease</div> <div>Improved prediction results</div> </div>
 Feelings and pains of customers	<div>Fear about their heart condition</div> <div>Overwhelmed</div>	<div>Scared</div> <div>User friendly environment</div>	<div> <div>Knowing heart condition from home</div> <div>Cost-effective method</div> </div>
 Areas of opportunity How might we improve what we're doing? What do we want to do better?	<div>Suggestion to avoid heart disease</div> <div>Highlight symptoms related to heart disease</div>	<div>Healthy lifestyle Recommendation</div> <div>Learn about treatment and self care</div>	<div> <div>Stay informed about the disease</div> <div>Incorporate new medical activities</div> </div>