Project Design Phase-II
Customer Journey map
Project Name: Visualizing and Predicting Heart Diseases with an Interactive Dashboard

"Five Es" the left or right depending on the scenario you are documenting.

SCENARIO

Browsing, booking, attending, and rating a local city tour

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?

Steps

What does the person (or group) typically experience?

- **Login through gmail**
- **Login through google**
- **Login through facebook**
- **create account by entering mail id and password, after v erified by OTP, user will be logged in**
- app searches user's google account. If it exists, user will be logged in
- app searches user's Facebook id, if it exists user will be logged in
- searching online
- **Finding our prediction dashboard**
- **Create user account**
- **User can enter their medical records and symptoms to keep update of their health condition**
- **By data analytics user gains knowledge of their health reports**
- Rating
- **suggestion and reviews**
- **Feedback**

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?

- **View their prev ious predictions andreports that hav e been stored together for the ease of usage**
- Interactive Dashboard f or Heart Disease prediction
- prediction results in a visualization form
- User information, medical background and other settings
- collect medical reports
- symptom entry
- collect user details like name, age, height, weight
- Prediction and Visulaization
- Doctor suggestion and consultaion
- Google rating via API
- Suggestion box will pop out when exit

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

- Help me to predict heart disease
- Help me to get clear knowledge of user health condition
- To get track of their heart condition day and night
- To get suggestion f rom expert doctor simply in home immediately
- To get remedies and prescription to avoid disease
- Maintain good health

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

- Hassle free payment
- In home user can track their health
- Immediate access to care any time and any where
- Provide weekly health data to the user that shows improved health condition
- **If user has disease, expert doctor suggestion will be provided by app**
- improv ed prescription alerts
- Daily remainder and alerts
- user f eel motivated when app prov ides adequate information

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

- Privacy policy & terms and conditions
- app with lot of bugs
- Poor network connection
- inaccurate inf ormation
- Frustration of user while diagnosed of heart disease
- When the user realize health deterioration by data analy tics
- if app prov ides unreliable information usersf eel discontent

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

- Gamification
- Weekly medical analyse tics send viamail
- Prov ide useful article and video instruction
- **User can view their previous predictions and medical reports that have been compiled together for the easy usage of use**
- By integrating smart watch
- Notifies hospital & family when user is at risk
- Sleep tracking
- Medication practices
- calorie counter
- Social sharing
- Staying informed about the diseases