CUSTOMER JOURNEY MAP

Customer Journey Maps connect companies with their audiences by narrating the customer experience

PHASES	AWARENESS	CHOICES	DECISIONS
What Do They Think?	**Am i physically fit? is there chances of me inhibiting any heart diseases?**	**I should start consulting a doctor or apply for an online analysis application**	• **Which application can i prefer?** • **Will i get accurate results online?**
Search Queries	• **Chances of heart diseases?** • **When to check?**	• **What application do i choose ?** • **Go through other customer reviews?**	• **Choose an app/application.** • **Get done with the analysis** • **Take action according to results**
Scope Of Improvement/ Opportunities	**Showing awareness about future health conditions**	**Make them aware of various features our application provides**	**Giving them perfect results and predicting and analysing**