

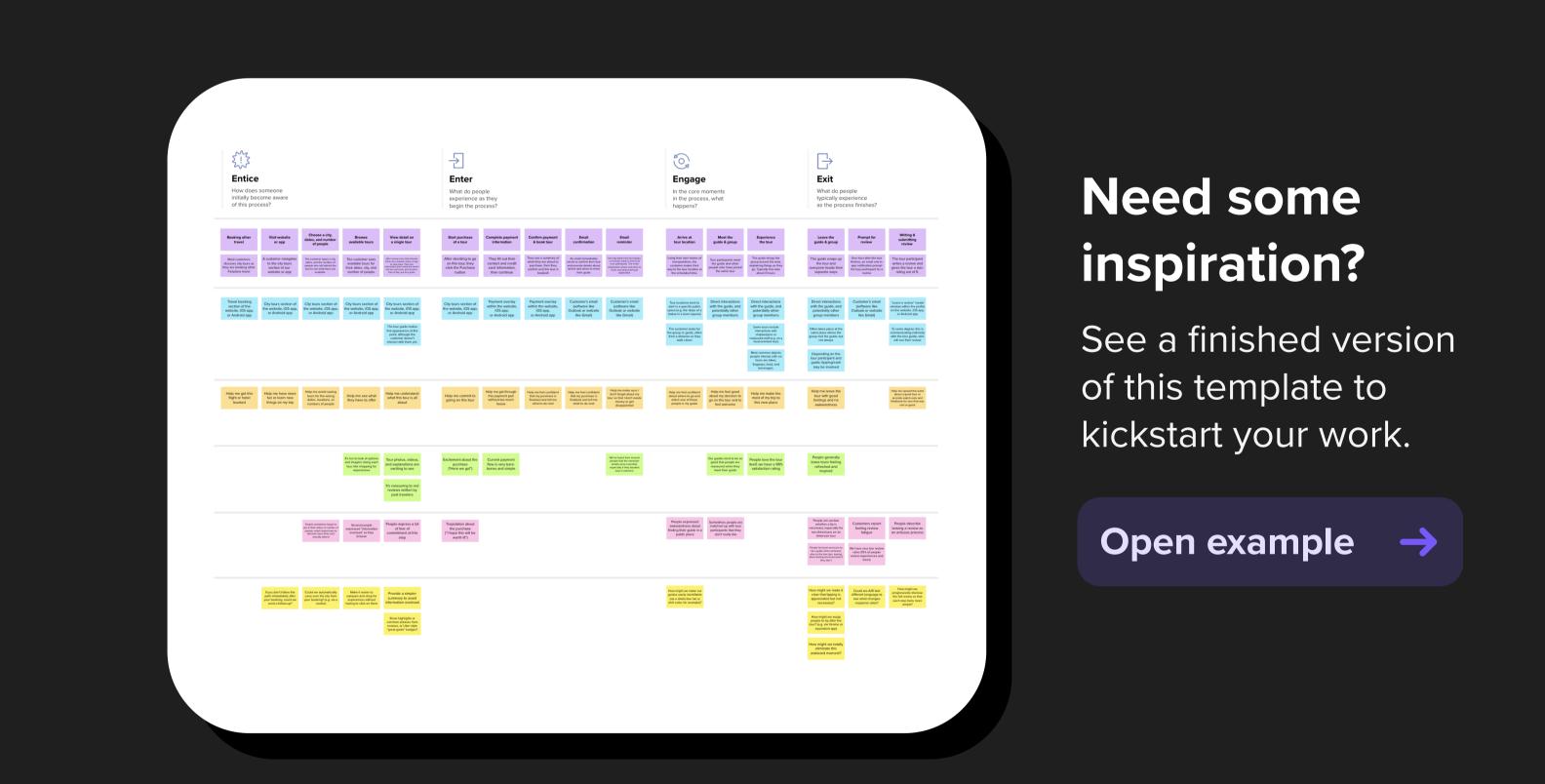
Customer Journey Map

Customer journey maps often expose pain points and opportunities for improvement in many other areas along the entire user journey – not just as it relates to software applications, but the process and overall customer service issues as well.

Created in partnership with

Product School

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Document an existing experience

better? What ideas do we have? What have others suggested?

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

As you add steps to the experience, move each thes "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO Browsing, booking,					
attending, and rating a local city tour	Entice	Enter	Engage	Exit	Extend
	How does someone	What do people	In the core moments	What do people	What happens after the
	initially become aware of this process?	experience as they begin the process?	in the process, what happens?	typically experience as the process finishes?	experience is over?
Steps What does the person (or group)	Through Social Media Advertising	User Friendly Interface	Availability of Beds Availability of Beds	Relax for Status of Booking bed Prompt for Review	Personalized Recommendation
What does the person (or group) typically experience?	Media	Interface	Availability of Beds Doctors	Booking bed	
		Attractive Dashboard	Availability of all payment option and medical cards		
			medical cards		
Interactions					Changing mistakes
What interactions do they have at each step along the way?	Visible of Dashboard Dashboard Dashboard will 24/7 available in working condition	Direct interact with nurse or medical staff	Diagnose their disease Registered Patients are ready to take their bed	Predicting LOS accurately Diagnose of disease	Review of care based on feedback
each step along the way?People: Who do they see or talk to?					
Places: Where are they?				Prescription available at mail	
Things: What digital touchpoints or physical objects would they use?					
Goals & motivations	elp in analyze and		Providing Better	Posult as healthy	Satisfaction of
At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	give ideas about beds availability	Allot beds as per required	Providing Better Treatment	Result as healthy people	Satisfaction of Treatment and Bed allotment
("Help me" or "Help me avoid")					
Positive moments					
	Easily Accessable Simple and Unique	Visually Data can view by the customer Can check the availability of beds	Direct interaction is till now needed by customer Predicating the available of beds	Unique Experience Customer Satisfaction	Recognizing Opportunities for Growth
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		Customer can			
		analyze based on data available on dashboard			
Negative moments What steps does a typical person	More Information	Dashboard will be slow if continuously clicking same button Difficulty for Aged patient	Improper Human error may communication or happen care by health	Dis-satisfaction of customer due to error	Customer can take more Insights
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		clicking same button	happen care by health department staffs	error	
Areas of opportunity	Avoid more				Implementation of
How might we make each step	information, provide simpler summary	Providing tips on how to use how to use how to use hospital	status are easy to	Treating equal to all	Implementation of the feedback

