






PROJECT DESIGN PHASE – 2

CUSTOMER JOURNEY

DATE	8 October 2022
TEAM ID	PNT2022TMID38683
PROJECT NAME	Visualizing And Predicting Heart Diseases With An Interactive Dashboard
MAXIMUM MARKS	4 Marks

 Entice <small>How does someone initially become aware of this process?</small>	 Enter <small>What do people experience as they begin the process?</small>	 Engage <small>At the core moments in the process, what happens?</small>	 Exit <small>What do people typically experience as the process finishes?</small>	 Extend <small>What happens after the experience is over?</small>
Steps <small>What does the person (or group) typically experience?</small>	Experience a Heart Beat <small>Learn about heart health and how to stay healthy</small> Experience Heart Disease <small>Learn about heart disease and how to prevent it</small>	How to Stay Healthy <small>Learn about heart health and how to stay healthy</small> How to Prevent Heart Disease <small>Learn about heart disease and how to prevent it</small>		
Interactions <small>What interactions do they have at each step along the way?</small> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	How to Stay Healthy The Heart Health & Prevention Dashboard The Heart Disease Dashboard			
Goals & motivations <small>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</small>	Learn about heart health Learn about heart disease			
Positive moments <small>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</small>	Learn about heart health			
Negative moments <small>What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?</small>	Learn about heart disease			
Areas of opportunity <small>How might we make each step better? What does do we know? What have others suggested?</small>	Learn about heart health Learn about heart disease			