

## PROJECT DESIGN PHASE – 2

### CUSTOMER JOURNEY

DATE	15 October 2022
TEAM ID	PNT2022TMID38683
PROJECT NAME	Visualizing And Predicting Heart Diseases With An Interactive Dashboard
MAXIMUM MARKS	4 Marks

**Document an existing experience**

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.

**Tip** As you add steps to the experience, move each from "To be done" to "Done" depending on the scenario you are documenting.

	<b>Entice</b> How does someone initially become aware of this process?	<b>Enter</b> What do people experience as they begin the process?	<b>Engage</b> In the core moments in the process, what happens?	<b>Exit</b> What do people typically experience as the process finishes?	<b>Extend</b> What happens after the experience is over?
<b>Overview</b> Browsing, booking, attending, and eating a local city tour					
<b>Steps</b> What does the person (or group) typically experience?	<b>Sign up for a tour</b> - Browse the website - Fill out a form - Receive confirmation email	<b>Get on the tour</b> - Meet the guide - Get the tour map - Receive the tour map	<b>Get on the tour</b> - Meet the guide - Get the tour map - Receive the tour map	<b>Leave the tour</b> - Get the tour map - Receive the tour map	<b>Get the tour</b> - Get the tour map - Receive the tour map
<b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they use or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	<b>Sign up for a tour</b> - The tour website - The tour map	<b>Get on the tour</b> - The tour map - The tour map	<b>Get on the tour</b> - The tour map - The tour map		<b>Get the tour</b> - The tour map - The tour map
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("help me," or "help me avoid...")	<b>Sign up for a tour</b> - I want to see the city - I want to see the city	<b>Get on the tour</b> - I want to see the city - I want to see the city	<b>Get on the tour</b> - I want to see the city - I want to see the city		<b>Get the tour</b> - I want to see the city - I want to see the city
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<b>Sign up for a tour</b> - I want to see the city - I want to see the city	<b>Get on the tour</b> - I want to see the city - I want to see the city	<b>Get on the tour</b> - I want to see the city - I want to see the city		<b>Get the tour</b> - I want to see the city - I want to see the city
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	<b>Sign up for a tour</b> - I want to see the city - I want to see the city	<b>Get on the tour</b> - I want to see the city - I want to see the city	<b>Get on the tour</b> - I want to see the city - I want to see the city		<b>Get the tour</b> - I want to see the city - I want to see the city
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<b>Sign up for a tour</b> - I want to see the city - I want to see the city	<b>Get on the tour</b> - I want to see the city - I want to see the city	<b>Get on the tour</b> - I want to see the city - I want to see the city		<b>Get the tour</b> - I want to see the city - I want to see the city

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