ANALYTICS FOR HOSPITAL'S HEALTH-CARE DATA

PROJECT DESIGN PHASE – II
CUSTOMER JOURNEY

Date	16 October 2022
Team ID	PNT2022TMID47568
Project Name	Analytics for Hospitals' Health-care data
Maximum Marks	4 Marks

M.KRISHNAKANNAN.

 Final year CSE Student,

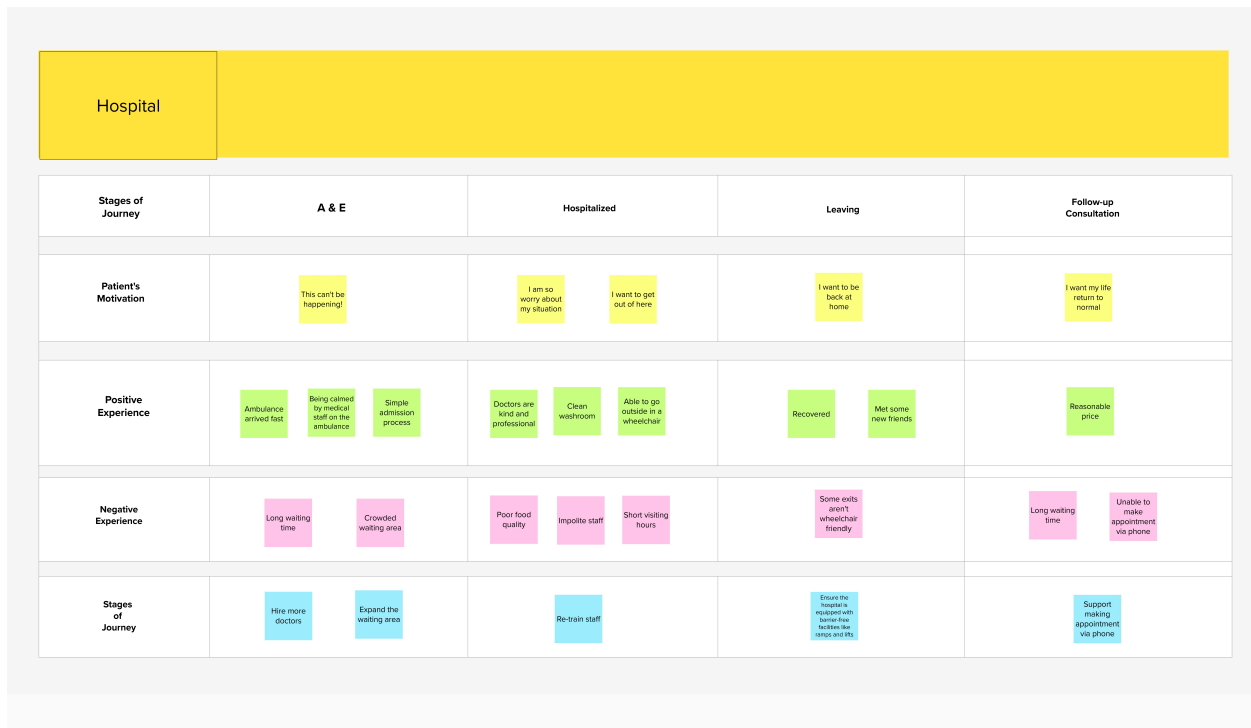LathaMathavan Engineering College, Madurai.

T.PRAKASH.

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CUSTOMER JOURNEY MAP :

Hospital				

Stages of Journey	A & E	Hospitalized	Leaving	Follow-up Consultation
Patient's Motivation	This can't be happening!	I am so worry about my situation / I want to get out of here	I want to be back at home	I want my life return to normal
Positive Experience	Ambulance arrived fast / Being calmed by medical staff on the ambulance / Simple admission process	Doctors are kind and professional / Clean washroom / Able to go outside in a wheelchair	Recovered / Met some new friends	Reasonable price
Negative Experience	Long waiting time / Crowded waiting area	Poor food quality / Impolite staff / Short visiting hours	Some exits aren't wheelchair friendly	Long waiting time / Unable to make appointment via phone
Stages of Journey	Hire more doctors / Expand the waiting area	Re-train staff	Ensure the hospital is equipped with barrier-free facilities like ramps and lifts	Support making appointment via phone

Reference Link:

https://app.mural.co/invitation/mural/krishnakannan8075/16659292
73683?sender=u54d7632d013b879b07a77516&key=7e698784-e78b-
4553-9545-22f4d521f1da