Project Design Phase-II
Customer/ User Journey map

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Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?		Onboarding and First Use How can they feel successful?			Sharing Why would they invite others?		
Actions What does the customer do? What information do they look for? What is their context?	Length of stay	To search for bed availability	Collecting the report	Checking the severity of disease	Allocating the bed	Skilled Doctors	About the treatment and care	Room facilities
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Patients details	Regular health checkup	Undergo pain and side effects of the treatments	Cannot afford treatments	Availability of doctor and nurses / Get frustrated	Alternate hospital	Treatment satisfaction	Mindset of patient
Touchpoint What part of the service do they interact with?		Hospital with better care	Proper bed facilities	Availability of resources at correct time.	Active co-operation of patients / Predicting length of stay		Opinion of their treatment	Discharge of patients
Customer Feeling What is the customer feeling? Tip: Use the **emoji app** to express more emotions	🤯		🙁			🥹		
Backstage								
Opportunities What could we improve or introduce?	Using previous records		Bed allocation differ based on			Doctor patient rapo		
Process ownership Who is in the lead on this?	🛏️	Patient	🛏️	Patient		🧑‍⚕️	Hospital and patient	