

Project design phase-II

CUSTOMER JOURNEY

Date	12/10/2022
Team ID	PNT2022TMID49911
Project name	Personal assistant for seniors who are self-reliant

Customer journey:

This is the journey of a



Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

Medical
Remainder are
Needed to stay on
track and uphold
an appropriate
schedule

It helps avoid
medical errors that
could results from
an incomplete
understanding of
past and present
medical treatment

Helps to
Effort the
best care for
the patients

What do they struggle with most?

Storing the
data

Maintain of
sensor is
difficult

System
updated is
difficult

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	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?	Especially this symptom is more helpful for the old people.	Connect their account Choose type Check in mail	Open the app Clicks options Check properties Give feedback	Get data Analyse Show result
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	They able to take medicine at correct time. Old people find difficult to use the particular app.	Product website Enquiry Use template	User interface Settings Template browser Use separate	Adding new data Change settings showing new results
Touchpoint What part of the service do they interact with?	Timing alarm	Easy to sing up Find Simple to use	Why so many scientific terms. Why some terms didn't understandable? Description are so long to read Chat type can be useful to understand	New terms can be understandable Affordable price helpful for the old people
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😬	😞	😓	😊
Backstage				
Opportunities What could we improve or introduce?	Increase/decrease	Increase/decrease	Increase/decrease Introduce feedback	Increase/decrease
Process ownership Who is in the lead on this?		Nikitha	Narshini poovithra	Anurath

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What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

Improved the health of the use

Able to live without having any fear of diseases

They are able to take medicine at correct time

What can they finally avoid doing?

They can concentrate in other works

We avoid checking health at each time

The fear of health issues is reduced

What changed in my environment?

People get awareness about taking the medicine at desired time

By this system the patient can take their medicine regularly so that they can able to save their life

We don't want to depend others for consuming their medicine

References:

<https://miro.com/app/board/uXjVPO3iGPA=/>