




# Project Design Phase-

## II

### Customer/ User Journey

#### map

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Project Name	Analytics For Hospitals' Health-Care Data
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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?
<b>Actions</b> 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
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	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
<b>Touchpoint</b> 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
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😬	😞	😬
<b>Backstage</b>			
<b>Opportunities</b> What could we improve or introduce?	Using previous records	Bed allocation differ based on	Doctor patient rapo
<b>Process ownership</b> Who is in the lead on this?	 Patient	 Patient	 Hospital and patient