Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.
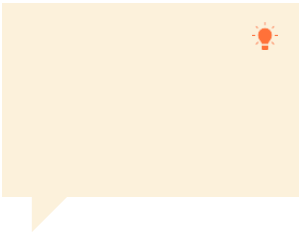
Product School

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Customer journey map

Team Id : PNT2022TMID24011
project : Visualizing and Predicting heart disease with an interactive dashboard

	SCENARIO Browsing, booking, attending, and rating a local city tour	**Entice** How does someone initially become aware of this process?	**Enter** What do people experience as they begin the process?	**Engage** In the core moments in the process, what happens?	**Exit** What do people typically experience as the process finishes?
Steps What does the person (or group) typically experience?		Login through the Google / Login through the Facebook / Login through the Gmail If the user have google account, the user can logged in using id and password / If the user have facebook id, the user can logged in using that id and password / Create an account by entering mail id and password, verify it by OTP now, user will be logged into the account	Google / Facebook / Gmail If the user have google account, the user can logged in using id and password / If the user have facebook id, the user can logged in using id and password / Create an account by entering mail id and password, verify it by OTP now, user will be logged into the account	User can enter and verify their medical reports and update their symptoms based on their health condition / User can gain knowledge of their medical records using data analytics	Rating / Suggestions and Reviews / Feedback
Interactions What interactions do they have at each step along the way? • **People:** Who do they see or talk to? • **Places:** Where are they? • **Things:** What digital touchpoints or physical objects would they use?		User can see and verify their medical reports that have been organized together for easy usage / Hospitals, Health Centers / Apps	Home Page / Account Page / Data Prediction & Visualization Contain modules to view the medical reports / Contain User information & Medical history & Other settings / Contain predicting results in a visualizing form	Collect user's basic details like name, age, gender, height etc / Collect medical records / Symptoms entry Prediction and Visualization / Doctor Consultation and Suggestion	Google rating via API / Suggestion box will pop out when exit
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")		condition		insta… / heart disease	generate for the user
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		…ssue	anywhere	health condition / provided by app	information
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?			…and errors / …connection	…information / heart disease / deterioration by data analytics	information, user feel discomfort
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?		via mail once in a week / …entertainment	video lecture / have been organized together for easy usage	…watch / …reports	social sharing