

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

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| Date | 18 November 2022 |
| Team ID | PNT2022TMID50548 |
| Project Name | Analytics for Hospital Health-Care Data |

| Journey Steps | Emergency Case | Hospitalization | Length Of Stay | Resource Allocation | Periodical Reports | Follow up consultation |
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| Actions | Patients affected with dangerous disease will have the necessity to be admitted in hospital | Patients Should be Hospitalized after the result being positive by respective team or Management & Staffs | The length of Stay of patient should be decided by medical specialist based on the severity | The resource necessary for the treatment should be provided by the hospital Management | After complete analyze of patient's condition , periodical reports are created with particular time interval | Once recovered, Follow up consultation is necessary for being aware of the prevailing situation. |
| Needs and Pains | People want to Test and get the results about their physical condition | The health environment for patients and proper caring & maintenance by the respective doctors & staffs | Patient wanted to be monitored properly by the corresponding staffs and doctor | Proper resource allocation for the ongoing treatment | Patient need the report to be in a positive way | Patient need to remain healthy |
| Touchpoint | Test & Results | Physical mode of Admission | Analyzing the severity of the disease | Analyzing the patient's condition | Reports on Pharma Portal | Android Application or Video Conference |
| Customer Feeling | Nervous and Tensed | Tensed & Worried about health & recovery | Depression and Anxiety | Tensed | Positivity | Happy & Relieved |
| Difficulties | Difficulties in reaching the hospitals with better environment and hospitals with vacant beds | Admission process and hospitalization may take longer then expected | Depends on the case, The extreme LoS may affect the patients confidence and increase depression and anxiety | In some case, Difficulties may rise in timely allocation of resources | In some case , Report will not favor the patient and need to stay hospitalized longer | In some case, The is a chance of affecting by the same disease again |
| Expectations | People wanted everything to be smooth & they expect the test result should be negative | Patients want to get recover or cure as soon as possible with instant treatment | Patients want to return home within less period of time | Patient expects to be treated properly with the required resource | Patient expects the report to be positive | Patient expect to remain healthy with doctor's consultation |