

Customer Journey Map

by the Design Team at Accutelus from October '21



People
2-9



Time
30 min



Difficulty
Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, aka the stakeholder in your project. The information you add here should be representative of the observations and research you've done about your users.

1 Phases

High-level steps your user needs to accomplish from start to finish

User Entry

Identifying and
Analysing
Arrhythmia

Result

Review and
Sharing

2 Steps

Detailed actions your user has to perform

Open the
web page

Login using
credentials

If new user,
Create an
account

The user
uploads an
ECG image

Pre-
processing of
an ECG
image will
occur

Feature
extraction of
an ECG
image will
occur

Type of
Arrhythmia
is predicted

Arrhythmia
type is
shown in
result

After
processing,
the result
comes

The user can
download
the report
from the
website

The result
tells the
type of
Arrhythmia

The user can
write a review
and give
rating to the
application

Tell Family
and Friends
about the
application

3 Feelings

What your user might be thinking and feeling at the moment



Whether
the URL is
correct

Page is
loaded
correctly

Successfully
logged in

Images
loaded
correctly

Upload
successfully

Less Traffic

Prediction
is accurate

Output are
shown

Accurate
classification

Healthy
and not
affected

Leads
Happy life

Happy and
enjoying



Page is
not
loading

Heavy
traffic

Login
credentials are
incorrect/
wrong

Unable to
upload

Wrong ECG
image
uploaded

Heavy
Traffic in the
website

Wrong
Prediction

Output is
not shown

Model is
inefficient

Affected by
Arrhythmia

Stressed
and Over-
Thinking

Unhappy

4 Pain points

Problems your user runs into

Unable to
login

Website not
found

Slow
network

Unable to
upload

Specific
image
format is
allowed

Unable to
access the
site

Slow
Prediction

Inaccurate
result

Inaccurate
classification

Need to
consult a
doctor

High cost
spending

Not possible
for
economically
weak people

5 Opportunities

Potential improvements or enhancements to the experience

Correct
searching in
website

Using
correct
login
credentials

Adapt a
better
network
provider

Exact
directory
selection

Clear ECG
image

ECG image in
correct and
expected
format

Usage of
highly
efficient
model

Accurate
output
must be
expected

Model
training with
sufficient
datasets

If affected
can be
cured

Prediction
helps in
proper
treatment

If not
affected then
we will get a
peaceful
mind and
heart

Share your feedback