

## CUSTOMER JOURNEY

| PHASE                        | PHASE 1                           | PHASE 2                   | PHASE 3  | PHASE 4   | PHASE 5   | PHASE 6   |
|------------------------------|-----------------------------------|---------------------------|--|---|---|---|
| <b>activities performed</b>  | installing software               | registration              | customer upload health data                    | analysing health data   | obtain result                                     | obtain result                                     |
| <b>emotions</b>              | curious to try                    | curious to re             | curious to upload data and try the application | worried about whether the result will be positive or negative | happy to see better result based on provided data | happy to see better result based on provided data |
| <b>overall experience</b>    | good                              | good                      | very good                                      | excellent   | nice  | very good   |
| <b>customer expectations</b> | applications shall be easy to use | easy registration process | easy upload of health data                     | quick analysis  | fast analysis                                     | accurate result                                   |