

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.

Created in partnership with  **Product School**



customer journey map

Project: Visualizing and predicting heart disease with an interactive dashboard

Scenario				
Healthcare app customer journey map	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Login through the gmail</div> <div>login through the facebook</div> <div>login through the google</div> <div>create account by entering mail and password,after verified by OTP, user will be logged in</div> <div>app searches user's facebook id.if it exist,user will be logged in</div> <div>app searches user's google account.if it exist,user will be logged in</div>	<div>Gmail</div> <div>Facebook</div> <div>Google</div> <div>create account by entering mail and password,after verified by OTP, user will be logged in</div> <div>app searches user's facebook id.if it exist,user will be logged in</div> <div>app searches user's google account.if it exist,user will be logged in</div>	<div>User can enter their medical record and symptoms to keep update of their health condition</div> <div>By data analytics, user gain a knowledge of their health reports</div>	<div>Rating</div> <div>Suggestion and reviews</div> <div>Feedback</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div>	<div>User can view their previous predictions and medical reports that have been compiled together for the easy usage of use</div>	<div>Home page</div> <div>About account</div> <div>data visualization & insights</div> <div>Contain modules to collect medical records,entry symptoms.</div> <div>Contain user information, medical usages, user's settings</div> <div>Contain prediction results in a visualization form.</div>	<div>collect user's basic details like name,age, gender,height, weight,etc</div> <div>collect medical records</div> <div>Symptom entry</div> <div>Prediction and visualization</div> <div>Doctor suggestion and consultation</div>	<div>Google rating via API</div> <div>Suggestion box will pop out when exit</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me to predict heart disease</div> <div>Help me to get clear knowledge of user health condition</div>	<div>To get track of their heart condition day and night</div>	<div>To get suggestion from expert doctor simply in home immediately</div> <div>To get remedies and prescription to avoid disease</div>	<div>According to the health condition, slogan will be generated for the user which inspire user to keep maintain their condition</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Hassle free payment</div> <div>In home itself,user can easily track their health</div>	<div>Immediate access to care anytime and anywhere</div>	<div>Provide weekly health data to the user that shows improved health condition</div> <div>If user has disease,expert doctor suggestion will be provided by app</div> <div>improved prescription alerts</div> <div>Daily remainder and alerts</div>	<div>user feel motivated when app provides adequate information</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Privacy policy & terms and condition</div>	<div>App with lot of bugs</div> <div>Poor network connection</div>	<div>Inaccurate information</div> <div>Frustration of user while diagnosed of heart disease</div> <div>When the user realize health deterioration by data analytics</div>	<div>if app doesn't provide reliable information, user feel discontent</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Gamification</div> <div>Weekly medical analytics send via mail</div>	<div>Provide useful article and video instruction</div> <div>User can view their previous predictions and medical reports that have been compiled together for the easy usage of use</div>	<div>By integrating smart watch</div> <div>Notifies hospital & family when user is at risk</div> <div>Sleep tracking</div> <div>Medication practice</div> <div>calorie counter</div>	<div>Social sharing</div>