

Project Design Phase II

Customer Journey Map

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID34243 |
| Project Name | Visualizing and Predicting Heart Diseases with an Interactive Dash Board |

Customer Journey Map:

The customer journey map is a visual representation of the steps a customer takes to complete a specific action, such as signing up for a product trial or subscribing to a newsletter. The more steps involved to complete the specific action, the more detailed the customer journey map will be.



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

| SCENARIO Browsing, booking, attending, and rating a local city tour | 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? |
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| Steps What does the person (or group) typically experience? | By searching through online Create User Account | Finding our prediction dashboard Visualize the information of prediction User gives their problems as their input to prediction system Reviews of the users about prediction system | Easy to access and visualize the prediction |
| 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? | Interactive Dashboard for Heart Disease prediction | Disease Prediction at online Interaction with Dashboard | View the results from interactive dashboard |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | Help me to check whether I have heart disease or not | Help me to get awareness about my health condition Quick prediction for the given symptoms | Emotional support, empathy and respect Maintain Good health Awareness about heart diseases |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Detailed information about diseases Easy to access and visualize the prediction | Positive results from the prediction Clear information communication | Detailed explanation about the diseases Improved Prediction system |
| Feelings and pains of Customers | Fear about their health condition Bewilderment | Trust User friendly environment | Knowing health condition from home Cost-effective method |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | Suggestion to avoid heart diseases Displaying Symptoms related to heart diseases | Healthy Lifestyle Recommendation Learn about treatment and self-care | Staying informed about the diseases Incorporate new desired activities |