

## PROJECT DESIGN PHASE-II

### CUSTOMER JOURNEY MAP

Team Id	PNT2022TMID38460
Project Name	Analytics for Hospital Health- Care Data

Journey Steps	Emergency Case	Hospitalization	Length Of Stay	Resource Allocation	Periodical Reports	Follow up Consultation
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 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 analysis 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 needs the report to be in a positive way	Patient needs 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 than expected	Depends on the case, The extremes LoS may affect the patients confidence and increase depression and anxiety	In some case, Difficulties may arise in timely allocation of resources	In some case, Report will not favour the patients and need to stay hospitalized longer	In case, This change of affecting by the same disease again
	People wanted everything to	Patients want to get recovered or cure as	Patients want to return home within less	Patients expect to be treated properly with the	Patient expects the report to be	Patient expects to remain

Expectations	be smooth&they expect the test result should be negative	soon as possible with instant treatment	peroid of time	required resouce	possitive	healthy with doctor's consultation
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