

## Project Design Phase-II

### Customer Journey

Team ID	PNT2022TMID29565
Project Name	Visualizing and Predicting Heart Diseases with and Interactive Dashboard

#### Customer Journey:

The following are the several phases of customer journey.

Phases	Awareness Phase	Consideration Phase
Steps	Most prospective customers start at the awareness phase, where a user has a problem or need and looks for an answer. At this point customers mostly seek educational - content about services that could solve their problems. These customers prefer educational thought leadership over promotional or product oriented insights, so organizations shouldn't aggressively push products on customers.	During the consideration phase, customers compare one organization's offerings to its competitors. Blog content, success stories, email nurturing campaigns and can help organizations continue engaging with audience members. As CX teams engage with customers, they can reinforce the features their products and services offer so consumers can better understand their benefits. Prospects in this phase may actively engage with brands they already consider.
Feelings	Being optimistic, it will cure half of their problem(mentally). Always maintain a good circle around you.	Don't make yourself inferior by comparing others. Instead of that believe in the process of recovery.
	Pessimistic thought of their illness. Avoid people making fun of your health conditions	Don't ask or refer any negative opinion.
Pain points	Getting dizziness and sweats when they get hypertense (this leads to low BP level)	Sudden stoppage of heart Pumping leads to heart attack (at this stage they feel like heart gets congested or high-level.
Opportunities	Create a set of statements related to the problem statements that act as a guiding principle	Emotions shapes the attitude that drive decisions. customers become closely connected because they are Emotionally attached and they remember how they feel when they use a production service.