PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

TEAM ID:PNT2022TMID48326

STAGES OF JOURNEY	A&E	HOSPITALIZED	LEAVING	FOLLOW-UP CONSULTATION
Customer	"I don't want to be in the hospital. don't like the routine, the food and the other patients. I just want to get well soon"			
Patient's Motivation	This can't be happening	Iam so worry about the situation I want to get out of here	• I want to be back at home	I want my life return to normal
Patient Experience				
Positive Experience	Ambulance arrived fast Simple admission process	Doctors are kind and professional Clean washroom	Recovered Met some new friends	Reasonable price
Negative Experience	 Long waiting time Crowded waiting area 	Poor food quality Short visiting hours	Some exits aren't wheelchair friendly	 Long waiting time Unable to make appointment via phone
Satisfaction	75			
Recommendations	X			
Oppurtunities	Hire more Doctors Expand the waiting area	Re-Train staff	Ensure the hospital is equipped with barrier-free facilities like ramps and lifts	Support making appointment via phone miro