

Project Design Phase-II

Customer Journey Map

Team ID	PNT2022TMID25280
Project Name	Project - Analytics for Hospitals' Health-Care Data
Maximum Marks	4 Marks

Customer Journey Map

Template

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.

Create in partnership with

Product School

Show template feedback

Analytics for Hospitals' Health-Care Data

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.

TEAM ID : PNT2022TMID39445

Tip: As you add items to the experience, move each item "Yes" to the left or right depending on the score to you are documenting.

Scenario	Entice	Enter	Engage	Exit	Extend
<p>To predict the length of Stay/LOS for each patient, either inpatient or out-patient, to optimize resource allocation and better functioning.</p>	<p>How does someone initially become aware of this process?</p>	<p>What do people experience as they begin the process?</p>	<p>In the core moments in the process, what happens?</p>	<p>What do people typically experience as the process finished?</p>	<p>What happens after the experience is over?</p>
<p>Steps What does the person (or group) typically experience?</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>
<p>Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? </p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>
<p>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>
<p>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>
<p>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>
<p>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>	<p>Identified patient data Identified patient data Identified patient data Identified patient data Identified patient data</p>