






## PROJECT DESIGN PHASE-II

### CUSTOMER JOURNEY MAP

Date	08 October 2022
Team ID	PNT2022TMID39878
Project Title	A Gesture-based Tool for Sterile Browsing of Radiology Images

### CUSTOMER JOURNEY

STAGE	Awareness	Consideration	Decision	Service	Loyalty
<b>CUSTOMER ACTIONS</b>	View online ad, approach medical organisations, hear about from friends	Conduct research, research competitors, compare features and pricing	Saving Decision	Receive the software or application that performs the gesture recognition	Recommend other organisation or users to use this application
<b>TOUCHPOINTS</b>	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Laptops, PCs, tablets	Word of mouth, social media, review sites
<b>CUSTOMER EXPERIENCE</b>	Interested, hesitant 	Curious, excited. 	 Excited	Frustrated 	 Satisfied, Excited.
<b>KPIs</b>	Number of people/organisation reached	New software or tool users	Conversion rate, maintain savings	Tool reviews, user service success rate, accuracy levels	Retention rate, customer satisfaction score
<b>BUSINESS GOALS</b>	Increase awareness, interest on sterile browsing of images– its importance and ease	Increase the gesture based tool users	Increase gesture recognition rate, better features	Increase customer service satisfaction, more accurate modified image outputs	Generate positive reviews, increase retention rate
<b>TEAM(S) INVOLVED</b>	Marketing, Communications	Marketing, communications,	Online development, marketing, customer service	Customer service, customer success	Online development, customer service, customer success