**PROJECT DESIGN PHASE-II**

**CUSTOMER JOURNEY MAP**

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

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| STAGE | Awareness | Consideration | Decision | Service | Loyalty |
| CUSTOMER  ACTIONS | 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 |
| TOUCHPOINTS | 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 |
| CUSTOMER  EXPERIENCE | Interested,  hesitant  C:\Users\Susee\AppData\Local\Microsoft\Windows\INetCache\IE\9Z8UPKGA\emoji-2792377_960_720[1].png | Curious, excited.  C:\Users\Susee\AppData\Local\Microsoft\Windows\INetCache\IE\7LQAYX27\Emoji_u263a.svg[1].png | C:\Users\Susee\AppData\Local\Microsoft\Windows\INetCache\IE\10LW6WZL\1200px-Breathe-face-smile.svg[1].png  Excited | Frustrated  C:\Users\Susee\AppData\Local\Microsoft\Windows\INetCache\IE\7LQAYX27\85277-emoticon-emotion-sadness-iphone-emoji-free-hd-image[1].png | C:\Users\Susee\AppData\Local\Microsoft\Windows\INetCache\IE\9Z8UPKGA\Thumbs-Up-Smiley-Face-Face-Smiley-Happy-Emoji-4007573[1].png  Satisfied,  Excited. |
| KPIs | 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 |
| BUSINESS  GOALS | 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 |
| TEAM(S)  INVOLVED | Marketing, Communications | Marketing, communications, | Online development, marketing, customer service | Customer service, customer success | Online development, customer service, customer success |

**CUSTOMER JOURNEY**