

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

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| Date | 9 TH OCTOBER 2022 |
| Team ID | PNT2022TMID20910 |
| Project Name | Analytics for Hospital Health-Care Data |

| Journey Steps | Emergency Case | Hospitalization | Length Of Stay | Resource Allocation | Periodical Reports | Follow up consultation |
|------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| Actions | Patients who have serious illnesses will need to be admitted to the hospital. | Once the results are confirmed as positive by appropriate team or Management & Staff, the patient should be hospitalised. | Medical professionals should determine the patient's length of stay based on the severity | The hospital administration should offer the resources required for the treatment. | Periodical reports with a specific time interval are Periodical reports with a specific time interval are | Following recovery, further consultation is required. |
| Needs and Pains | People are interested in testing themselves and learning about their physical health. | the patients' surroundings being kept in good health, and the personnel and doctors carrying out their various duties properly | Patient wished to have appropriate care provided by the appropriate staff and doctor. | An appropriate allocation of resources for the continuing treatment | The patient must receive a good report. | Patient must maintain good health |
| Touchpoint | Test and Result | physical mode Of admission | Analyzing the severity of disease. | Analyzing the patients conditions. | Reports on pharma portal. | Video conference. |
| Customer Feeling | Nervous and tensed. | Worried about the health and recovery. | Depression and anxiety. | Tensed. | Positivity. | Happy and relieved. |
| Difficulties | reaching the hospital with a better environment is difficult | Admissions can take longer than anticipated. | The severity of the loss may have an impact on the patient's confidence. | Resource allocation may become more challenging in a timely manner. | Report may not be in the patient's favour, necessitating a longer hospital stay in some circumstances. | There is a possibility of contracting the same illness once more. |
| Expectations | People expected things to go smoothly and for the test results to be favourable. | The patient wants to heal as quickly as possible. | The patient wishes to leave for home sooner. | The patient anticipates receiving the necessary resources and competent care. | The patient anticipates a favourable report. | With the help of the doctor's advice, the patient hopes to remain well. |