

Project Design Phase-II

Customer Journey

Date	08 November 2022
Team ID	PNT2022TMID19289
Project Name	Project – Containment zone alerting Application
Maximum Marks	4 Marks

CUSTOMER JOURNEY

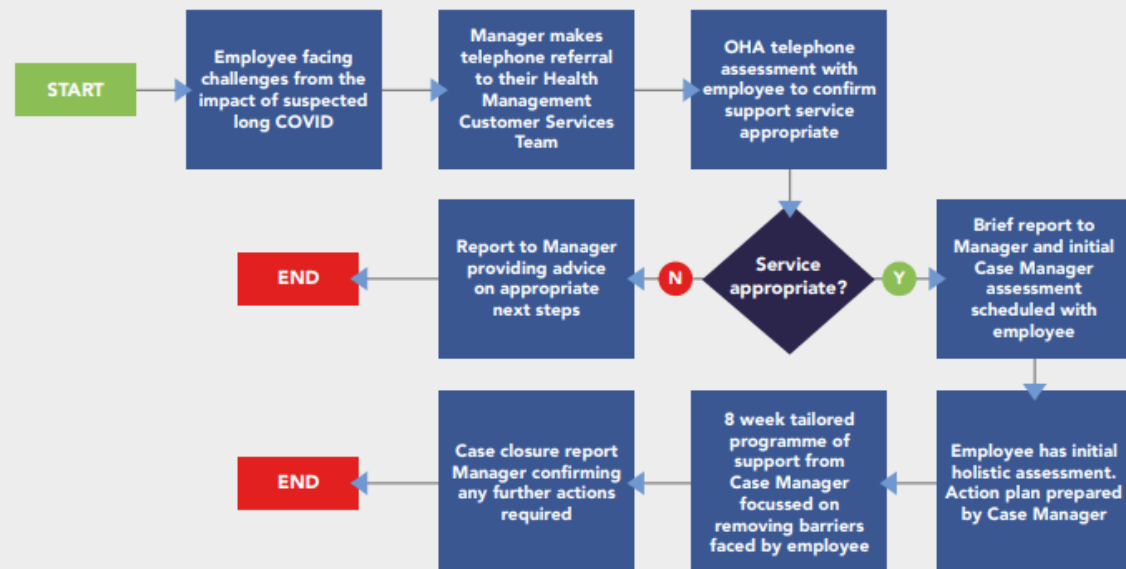
COVID-19 has dramatically changed consumer behavior. Across industries and regions, people prioritized essentials and reduced impulse purchases. At the same time, people facing closed stores, reduced hours, and social-distancing requirements turned to e-commerce, which grew 27.6% worldwide. Across multiple categories, brand/retailer websites or apps are among the stickiest of touchpoints throughout the journey. And considering that many people made an online transaction for the first time during the pandemic, it is now more important than ever to deliver an excellent online experience.

PHASE

- **Awareness:** The customer realizes they have a need, problem or opportunity.
- **Research:** They research solutions to determine whether to make a purchase and evaluate options.
- **Consideration:** They decide they'll make a purchase to address their need, and they narrow down their options.
- **Purchase:** They choose a solution and buy it.

- **Support:** The customer uses the product or service, engages with the company and decides whether to purchase again.

Customer journey



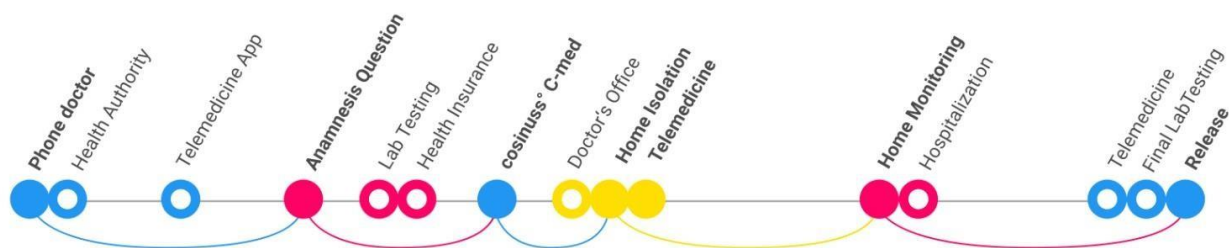
EXPERIENCE



STAGES



TOUCHPOINTS



ACTIONS

First Contact	First Action	Effective care actions	Treatment	Release
Clarify risk	Question Survey	Receive Home Monitoring Device	Home Monitoring	Release Criteria
Inform Health Authority	Cosnider Lab Testing		Support	Feedback
Promotion of Home Isolation	Reimburse with Health Insurance	Home Monitoring	Community	
Request for Home Monitoring	Research Studies	Telemedicine	Knowledge Base	New Features
				Machine Learning
				Clinical Studies