

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.



Customer journey map

Team Id : PNT2022TMID05467
project : Visualizing and Predicting heart disease with an interactive dashboard

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div><div>Login through the Google</div><div>If the user have google account, the user can logged in using id and password</div></div> <div><div>Login through the Facebook</div><div>If the user have facebook id,the user can logged in using that id and password</div></div> <div><div>Login through the Gmail</div><div>Create an account by entering mail id and password, verify it by OTP now, user will be logged into the account</div></div>	<div><div>Google</div><div>If the user have google account, the user can logged in can using id and password</div></div> <div><div>Facebook</div><div>If the user have facebook id, the user logged in using password, verify it by OTP now, user will be logged into the account</div></div> <div><div>Gmail</div><div>Create an account by entering mail id and password, verify it by OTP now, user will be logged into the account</div></div>	<div><div>User can enter and verify their medical reports and update their symptoms based on their health condition</div></div> <div><div>User can gain knowledge of their medical records using data analytics</div></div>	<div><div>Rating</div></div> <div><div>Suggestions and Reviews</div></div> <div><div>Feedback</div></div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div><div>User can see and verify their medical reports that have been organized together for easy usage</div></div> <div><div>Hospitals, Health Centers</div></div> <div><div>Apps</div></div>	<div><div>Home Page</div><div>Contain modules to view the medical reports</div></div> <div><div>Account Page</div><div>Contain User information & Medical history & Other settings</div></div> <div><div>Data Prediction & Visualization</div><div>Contain predicting results in a visualizing form</div></div>	<div><div>Collect user's basic details like name, age, gender, height etc</div></div> <div><div>Collect medical records</div></div> <div><div>Symptoms entry</div></div> <div><div>Prediction and Visualization</div></div> <div><div>Doctor Consultation and Suggestion</div></div>	<div><div>Google rating via API</div></div> <div><div>Suggestion box will pop out when exit</div></div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? (“Help me...” or “Help me avoid...”)</div>	<div><div>Help me to visualize and predict heart disease</div></div> <div><div>Help me to get better knowledge on user's health condition</div></div>	<div><div>Get the track of their heart condition daily</div></div>	<div><div>Get Consultations from doctors and experts in home instantly</div></div> <div><div>Get prescription and remedies from doctors to avoid the heart disease</div></div>	<div><div>According to the Health condition, slogan will be generated for the user</div></div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>Worry free treatment and payment</div></div> <div><div>Track their health condition from home itself</div></div>	<div><div>Immediate access to health anytime and anywhere</div></div>	<div><div>Provide weekly health data to the user that shows the improved health condition</div></div> <div><div>If user has disease, expert doctor suggestion will be provided by app</div></div> <div><div>Improved prescription alerts</div></div> <div><div>Daily reminder and alerts</div></div>	<div><div>User feel motivated when the app provides sufficient information</div></div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>Terms and Conditions</div></div> <div><div>Privacy Policy</div></div>	<div><div>App with lot of bugs and errors</div></div> <div><div>Poor Network Connection</div></div>	<div><div>Not accurate information</div></div> <div><div>Frustration of user while diagnosed of heart disease</div></div> <div><div>When the user realize health deterioration by data analytics</div></div>	<div><div>If app provides irrelevant information, user feel discomfort</div></div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>Medical reports and analytics can send via mail once in a week</div></div> <div><div>Edutainment</div></div>	<div><div>Gives useful article and video lecture</div></div> <div><div>User can see and verify their medical reports that have been organized together for easy usage</div></div>	<div><div>By Integrating smart watch</div></div> <div><div>Notify Hospital</div></div> <div><div>Sleep tracking</div></div> <div><div>Practice of medical reports</div></div>	<div><div>Social sharing</div></div>