






Customer Journey Map

Date	09 February 2026
Team ID	LTVIP2026TMIDS74725
Project Name	Heart Disease Analysis
Maximum Marks	4 Marks

Scenario: (Existing experience through a product or service)	 Entice How does someone become aware of this service?	 Enter What do people experience as they begin the process?	 Engage In the core moments in the process, what happens?	 Exit What do people typically experience as the process finishes?	 Extend What happens after the experience is over?
Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Discover the service through a search engine Discover the service through a social media post Discover the service through a friend's recommendation Discover the service through a targeted advertisement Discover the service through a direct message from a friend	Discover the service through a search engine Discover the service through a social media post Discover the service through a friend's recommendation Discover the service through a targeted advertisement Discover the service through a direct message from a friend	Discover the service through a search engine Discover the service through a social media post Discover the service through a friend's recommendation Discover the service through a targeted advertisement Discover the service through a direct message from a friend	Discover the service through a search engine Discover the service through a social media post Discover the service through a friend's recommendation Discover the service through a targeted advertisement Discover the service through a direct message from a friend	Discover the service through a search engine Discover the service through a social media post Discover the service through a friend's recommendation Discover the service through a targeted advertisement Discover the service through a direct message from a friend
Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects do they use?	Social media feeds (LinkedIn, Instagram) Search engines (Google, Bing) News websites Professional networks (LinkedIn)	News websites (BBC, The Guardian) Social media feeds (Facebook, Twitter) News websites (BBC, The Guardian) Professional networks (LinkedIn)	News websites (BBC, The Guardian) Social media feeds (Facebook, Twitter) News websites (BBC, The Guardian) Professional networks (LinkedIn)	News websites (BBC, The Guardian) Social media feeds (Facebook, Twitter) News websites (BBC, The Guardian) Professional networks (LinkedIn)	News websites (BBC, The Guardian) Social media feeds (Facebook, Twitter) News websites (BBC, The Guardian) Professional networks (LinkedIn)
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "help me avoid...")	Find a reliable source of information Understand the service's offerings Find a reliable source of information Understand the service's offerings	Find a reliable source of information Understand the service's offerings Find a reliable source of information Understand the service's offerings	Find a reliable source of information Understand the service's offerings Find a reliable source of information Understand the service's offerings	Find a reliable source of information Understand the service's offerings Find a reliable source of information Understand the service's offerings	Find a reliable source of information Understand the service's offerings Find a reliable source of information Understand the service's offerings
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Finding a reliable source of information Understanding the service's offerings Finding a reliable source of information Understanding the service's offerings	Finding a reliable source of information Understanding the service's offerings Finding a reliable source of information Understanding the service's offerings	Finding a reliable source of information Understanding the service's offerings Finding a reliable source of information Understanding the service's offerings	Finding a reliable source of information Understanding the service's offerings Finding a reliable source of information Understanding the service's offerings	Finding a reliable source of information Understanding the service's offerings Finding a reliable source of information Understanding the service's offerings
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Finding a reliable source of information Understanding the service's offerings Finding a reliable source of information Understanding the service's offerings	Finding a reliable source of information Understanding the service's offerings Finding a reliable source of information Understanding the service's offerings	Finding a reliable source of information Understanding the service's offerings Finding a reliable source of information Understanding the service's offerings	Finding a reliable source of information Understanding the service's offerings Finding a reliable source of information Understanding the service's offerings	Finding a reliable source of information Understanding the service's offerings Finding a reliable source of information Understanding the service's offerings
Areas of opportunity How might we make each step better? What ideas do you have? What have others suggested?	Find a reliable source of information Understand the service's offerings Find a reliable source of information Understand the service's offerings	Find a reliable source of information Understand the service's offerings Find a reliable source of information Understand the service's offerings	Find a reliable source of information Understand the service's offerings Find a reliable source of information Understand the service's offerings	Find a reliable source of information Understand the service's offerings Find a reliable source of information Understand the service's offerings	Find a reliable source of information Understand the service's offerings Find a reliable source of information Understand the service's offerings