**Customer Journey Map: HematoVision – Advanced Blood Cell Classification Using Transfer Learning**

| **STEPS** | **ENTICE** | **UPLOAD & DIAGNOSE** | **VIEW RESULTS** | **EXTEND** | **EXTEND** |
| --- | --- | --- | --- | --- | --- |
| CUSTOMER EXPERIENCE | Learns about HematoVision through medical forums, hospital newsletters, or health tech expos. | Uploads microscopic blood cell images for analysis. | Sees classification results, possible cell type, and confidence score. | Receives alerts about abnormal findings or recommendations to consult a specialist. | Receives personalized health reports or recommendations for follow-up tests. |
| INTERACTIONS | Visits HematoVision via hospital systems, medical apps, or website. | Chooses image upload option: file upload, camera capture from microscope, or connected lab device. | Reads classification output, cell type, and confidence level. | Gets email/app notifications for follow-ups. | Gets regular reports and notifications tailored to patient history. |
| DIGITAL/PHYSICAL TOUCHPOINTS | Hospital IT systems, app stores, medical software integrations. | Microscope camera, lab software portals, app upload screens. | Web/app user interface with results dashboard. | Email alerts, app notifications, EHR integrations. | Email, app push notifications, EHR reports. |
| GOALS & MOTIVATIONS | Wants a faster, accurate way to analyze blood cells and reduce manual workload. | Wants reliable assistance in identifying blood cell types quickly. | Wants high confidence and interpretability of AI results. | Wants proactive notifications to ensure timely patient care. | Wants personalized insights for ongoing monitoring of patient health. |
| POSITIVE MOMENTS | Discovers a modern AI tool that can save time and reduce errors in lab work. | Gets instant analysis with clear steps and minimal manual input. | Sees high accuracy and color-coded, easy-to-read results. | Appreciates timely reminders for potential follow-up actions. | Values tailored reports helping improve patient outcomes. |
| OPPORTUNITIES | Partner with hospitals, labs, and medical conferences to increase awareness. | Enable direct integration with lab devices and provide guidance on best photo quality. | Include probability/confidence meters and explanation of possible uncertainties. | Offer multilingual support and adjustable notification settings. | Provide localized, patient-specific reports and integration with electronic health records (EHRs). |