**Requirement Analysis**

**Customer Journey Map**

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| --- | --- |
| Date | 27-06-2025 |
| Team ID | LTVIP2025TMID46688 |
| Project Name | DocSpot |
| Maximum Marks | 4 Marks |

**Customer Journey Map – DocSpot**

The **Customer Journey Map** outlines the end-to-end experience of a typical user interacting with the DocSpot platform. It helps visualize the user’s motivations, needs, emotions, and actions at each stage of their interaction with the system. This mapping ensures a **user-centered approach** to the system’s design and development.

**User Persona:**

* **Name:** Riya
* **Age:** 22
* **Occupation:** College Student
* **Need:** To quickly find and book a nearby doctor for her health issue
* **Device Used:** Mobile phone

**Customer Journey Stages**

|  |  |  |  |
| --- | --- | --- | --- |
| **Stage** | **User Goal/Action** | **System Functionality** | **Emotion** |
| **1. Awareness** | Learns about DocSpot through social media, friend, or search | Landing page is accessible with project intro and login/register | Curious |
| **2. Access** | Opens DocSpot website/app and registers or logs in | User authentication and role redirection (user, doctor, admin) | Engaged |
| **3. Exploration** | Browses list of available doctors and timings | Display of doctor profiles, specializations, ratings, availability | Hopeful |
| **4. Action** | Books an appointment or applies as a doctor | Appointment booking system or doctor application form | Confident |
| **5. Confirmation** | Receives appointment confirmation and notification | Email or popup confirmation, calendar integration (optional) | Reassured |
| **6. Attendance** | Visits the doctor on the scheduled time | System logs the appointment status and updates doctor history | Relieved |
| **7. Feedback** | Optionally gives rating/review or books again | System accepts feedback and shows success message | Satisfied |

**Key Insights**

* A **smooth onboarding experience** encourages trust and user retention.
* Users value **speed, clarity, and accuracy** in the booking process.
* Timely **notifications and confirmations** reduce confusion and increase reliability.
* A **feedback loop** helps improve system quality and user experience.