Customer Journey Map

Scenario: Predicting Liver Cirrhosis using Machine Learning in a Clinical Setting

Steps	Experience	Interactions	Tools & Touchpoints	Places	People	Positive Moments	Negative Moments	Opportunities	Goals & Motivations
Awareness	Patient hears about predictive liver cirrhosis tool via doctor or health portal.	Doctor introduces ML tool, or patient sees hospital poster.	Hospital website, health portal	Clinic, Hospital	Primary physician, nurses	Excitement about early detection	Confusion about how ML works	Educational material on ML predictions	Help me understand if I'm at risk early
Onboarding	Patient logs into hospital portal and uploads/report lab results.	Interacts with hospital portal, lab technician support.	Health portal, report upload form	At home, clinic	Lab tech, support team	Easy login and smooth upload	Difficulty uploading reports or using portal	Mobile app, WhatsApp support	Help me share my reports easily
Processing	ML system processes input and generates prediction report.	Backend processing only	ML dashboard, EHR integration	Cloud system	—	Fast and automated analysis	Waiting anxiety	Real-time progress bar, delay notifications	Help me know what's happening behind the scenes
Results	Patient/Doctor views cirrhosis risk prediction and suggested actions.	Doctor explains result with patient	Dashboard with visual indicators	Clinic consultation room	Doctor	Clear result explanation	Fear or doubt about AI accuracy	Explainable AI, visual graphs	Help me trust the prediction
Follow-up	A care plan is generated and patient is scheduled for tests or changes.	Follow-up via hospital system, nurse calls	Personalized care path	Home + Hospital	Care coordinator	Feeling taken care of	Confusion over next steps	Care roadmap in PDF/email	Help me act on this info confidently
Reflection	Patient receives survey to review experience and care pathway.	Feedback form, optional review	Email, App Notification	Home	Self	Chance to improve system	Fatigue from survey	Gamified feedback, 1-click form	Help me share my opinion easily