Project Planning Phase Customer Journey Map

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| Date | 14 March 2025 |
| Team ID | SWTID1744456946 |
| Project Name | MediBoard |
| Maximum Marks | 4 Marks |

**Customer Journey Map**

A customer journey map helps your project by identifying what users experience at each stage, from discovering the app to booking and reviewing appointments. It highlights pain points and opportunities to improve the user flow. This ensures a smoother, more user- friendly design and better overall satisfaction.

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| **Stage** | **User Action** | **System Response** | **Touchpoints** | **Emotions/Goals** |
| **Discovery** | **User hears about the platform via friends/social**  **media** | **“Is this app worth trying? Is it better than Spotify or**  **others?”** | **Social media, ads, word-of-mouth** | **Discovery** |
| **Registration** | **User signs up or logs in** | **Stores user details in DB and redirects to dashboard** | **Sign-up/Login page** | **Security, ease of use** |
| **Doctor Search** | **User searches for a specialist or nearby doctor** | **Displays list of doctors based on filters** | **Search bar, filters** | **Convenience, accuracy** |
| **Booking Appointment** | **Selects a doctor and available slot** | **Appointment stored in DB, confirmation shown** | **Doctor profile, calendar** | **Speed, confidence** |
| **Appointment Confirmation** | **Receives email/SMS confirmation** | **Sends mail via backend service** | **Notification/email** | **Trust, satisfaction** |
| **Consultation** | **Attends appointment (in- person/virtual)** | **(External process)** | **External or recorded note** | **Effectiveness, health recovery** |
| **Feedback** | **Provides rating and review** | **Stored and visible on doctor profile** | **Review system** | **Expression, influence** |

**Patient Journey:**

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| **Stage** | **Activities** |
| **Awareness** | * **Discovers platform through search, social media, or referral** * **Explores homepage to understand service offerings** * **Views testimonials and doctor credentials** |
| **Registration/Login** | * **Creates account with email or social login** * **Completes basic profile with personal and medical information** * **Sets communication preferences** |
| **Doctor Search** | * **Searches for doctors by specialty, location, or symptoms** * **Filters results by availability, ratings, insurance acceptance** * **Views detailed doctor profiles and credentials** |
| **Appointment Booking** | * **Selects preferred date and time slot** * **Specifies reason for visit and symptoms** * **Chooses appointment type (in- person/video/phone)** * **Confirms appointment details** |
| **Pre-Appointment** | * **Receives appointment confirmation** * **Gets reminders via email/SMS** * **Completes pre-appointment questionnaire** * **Uploads relevant medical records** |
| **Appointment Experience** | * **Checks in virtually or physically** * **Attends consultation with doctor** * **Receives diagnosis and treatment plan** * **Gets prescriptions or referrals if needed** |
| **Post-Appointment** | * **Accesses visit summary and doctor notes** * **Makes payment if not done earlier** * **Books follow-up if recommended** * **Submits review and rating for doctor** |

**Doctor Journey:**

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| **Stage** | **Doctor Activities** |
| **Onboarding** | * **Registers and creates professional profile** * **Uploads credentials for verification** * **Sets schedule and availability** * **Configures consultation fees** |
| **Schedule Management** | * **Views upcoming appointments** * **Manages availability calendar** * **Sets time blocks for specific activities** * **Handles rescheduling requests** |
| **Patient Consultation** | * **Reviews patient history before appointment** * **Conducts consultation (in-person/video/phone)** * **Records notes and diagnosis** |

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|  | **- Prescribes treatments or medications** |
| **Follow-up Management** | * **Schedules follow-up appointments** * **Reviews patient progress** * **Addresses post-visit questions** * **Manages referrals to specialists** |
| **Practice Management** | * **Views earnings and appointment statistics** * **Responds to patient reviews** * **Updates professional information** * **Analyses practice performance metrics** |