

## Project Planning Phase Customer Journey Map

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Team ID	SWTID1744100849
Project Name	HealthPlum
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.

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:**

Stage	Activities
Awareness	<ul style="list-style-type: none"><li>- Discovers platform through search, social media, or referral</li><li>- Explores homepage to understand service offerings</li><li>- Views testimonials and doctor credentials</li></ul>
Registration/Login	<ul style="list-style-type: none"><li>- Creates account with email or social login</li><li>- Completes basic profile with personal and medical information</li><li>- Sets communication preferences</li></ul>
Doctor Search	<ul style="list-style-type: none"><li>- Searches for doctors by specialty, location, or symptoms</li><li>- Filters results by availability, ratings, insurance acceptance</li><li>- Views detailed doctor profiles and credentials</li></ul>
Appointment Booking	<ul style="list-style-type: none"><li>- Selects preferred date and time slot</li><li>- Specifies reason for visit and symptoms</li><li>- Chooses appointment type (in-person/video/phone)</li><li>- Confirms appointment details</li></ul>
Pre-Appointment	<ul style="list-style-type: none"><li>- Receives appointment confirmation</li><li>- Gets reminders via email/SMS</li><li>- Completes pre-appointment questionnaire</li><li>- Uploads relevant medical records</li></ul>
Appointment Experience	<ul style="list-style-type: none"><li>- Checks in virtually or physically</li><li>- Attends consultation with doctor</li><li>- Receives diagnosis and treatment plan</li><li>- Gets prescriptions or referrals if needed</li></ul>
Post-Appointment	<ul style="list-style-type: none"><li>- Accesses visit summary and doctor notes</li><li>- Makes payment if not done earlier</li><li>- Books follow-up if recommended</li><li>- Submits review and rating for doctor</li></ul>

### **Doctor Journey:**

Stage	Doctor Activities
Onboarding	<ul style="list-style-type: none"><li>- Registers and creates professional profile</li><li>- Uploads credentials for verification</li><li>- Sets schedule and availability</li><li>- Configures consultation fees</li></ul>
Schedule Management	<ul style="list-style-type: none"><li>- Views upcoming appointments</li><li>- Manages availability calendar</li><li>- Sets time blocks for specific activities</li><li>- Handles rescheduling requests</li></ul>
Patient Consultation	<ul style="list-style-type: none"><li>- Reviews patient history before appointment</li><li>- Conducts consultation (in-person/video/phone)</li><li>- Records notes and diagnosis</li></ul>

	<ul style="list-style-type: none"> <li>- Prescribes treatments or medications</li> </ul>
Follow-up Management	<ul style="list-style-type: none"> <li>- Schedules follow-up appointments</li> <li>- Reviews patient progress</li> <li>- Addresses post-visit questions</li> <li>- Manages referrals to specialists</li> </ul>
Practice Management	<ul style="list-style-type: none"> <li>- Views earnings and appointment statistics</li> <li>- Responds to patient reviews</li> <li>- Updates professional information</li> <li>- Analyses practice performance metrics</li> </ul>