

CUSTOMER JOURNEY MAP

| | |
|---------------|------------------------------------|
| Date | 26/06/2025 |
| Team ID | LTVIP2025TMID33042 |
| Project Name | HematoVision-Blood Cell Classifier |
| Maximum Marks | 4 Marks |

Customer Journey Map

| Stage | What They Experience | Interactions | Touchpoints | Positive Moments | Negative Moments | Opportunities |
|-------------------|--|--|--|---|--|--|
| Awareness | Hears about HematoVision from a colleague/ sees a fiver in the lab | Chats with peers visits project landing page | Team poster, email announcement local LAN-page | Curcos a live progress bar, clear confidence scores | Help-me discover a trustworthy, oitchi-enstarma why understand why the model made that | Emphasize "oftime-trist rolthctily'surinal At tool for bludd-cell |
| Classification | Prepan about HematoVisic from a top-3 class" predictions with confidence bars | Clicks "Classify, hover, over confidence bars for explanations | Edits labels, add notes "Generatter + " | Ono-click to export styled A4-repor dearmup | Help me produce a polished shareate-PDF with minimal clicks | Help me stay, up-to-date and get fast answers when something breaks |
| Review & Feedback | Waits for model inference to 4, inspects the top-3 class predictions | Sepving live cankn on bar and clear cohfidence scores. | One-click to export Stured A4 repv pops-up | Produce a polished sharecable PDF with minimal clicks | Help me stay up-to-date and get fast answers when som-e thing break | Help me stay up-to-date and get fast answers when somethin breaks |
| Record Keeping | Reviews osus to re-classify image checks model updates, or seeks help on a tricky case | Clunky format-ting, missing, header details | Support email unanswered for days Vell changlogg too technical | Help me stay up--to date, and get fast answers when some-breaks | Help me stay up--date and get-fast answers when comething breaks | Embed contextual tootitips Offer a ons-dick "Report issue" that attaches logs autolags |