Customer Journey Map: HematoVision – Advanced Blood Cell Classification Using Transfer Learning

STEPS	ENTICE	UPLOAD & DIAGNOSE	VIEW RESULTS	EXTEND	EXTEND
CUSTOMER EXPERIENCE	Learns about HematoVision through medical forums, hospital newsletters, or health tech expos.	Uploads microscopic blood cell images for analysis.	Sees classification results, possible cell type, and confidence score.	Receives alerts about abnormal findings or recommendations to consult a specialist.	Receives personalized health reports or recommendations for follow-up tests.
INTERACTIONS	Visits HematoVision via hospital systems, medical apps, or website.	Chooses image upload option: file upload, camera capture from microscope, or connected lab device.	Reads classification output, cell type, and confidence level.	Gets email/app notifications for follow-ups.	Gets regular reports and notifications tailored to patient history.
DIGITAL/ PHYSICAL TOUCHPOINTS	Hospital IT systems, app stores, medical software integrations.	Microscope camera, lab software portals, app upload screens.	Web/app user interface with results dashboard.	Email alerts, app notifications, EHR integrations.	Email, app push notifications, EHR reports.
GOALS & MOTIVATIONS	Wants a faster, accurate way to analyze blood cells and reduce manual workload.	Wants reliable assistance in identifying blood cell types quickly.	Wants high confidence and interpretability of AI results.	Wants proactive notifications to ensure timely patient care.	Wants personalized insights for ongoing monitoring of patient health.
POSITIVE MOMENTS	Discovers a modern AI tool that can save time and reduce errors in lab work.	Gets instant analysis with clear steps and minimal manual input.	Sees high accuracy and color-coded, easy-to-read results.	Appreciates timely reminders for potential follow-up actions.	Values tailored reports helping improve patient outcomes.
OPPORTUNITIES	Partner with hospitals, labs, and medical conferences to increase awareness.	Enable direct integration with lab devices and provide guidance on best photo quality.	Include probability/confidence meters and explanation of possible uncertainties.	Offer multilingual support and adjustable notification settings.	Provide localized, patient-specific reports and integration with electronic health records (EHRs).