

PROJECT DESIGN PHASE II

CUSTOMER JOURNEY MAP

Team ID:PNT2022TMID29950

STAGES OF JOURNEY	A&E	HOSPITALIZED	LEAVING	FOLLOW-UP CONSULTATION
Customer	"I don't want to be in the hospital. don't like the routine, the food and the other patients. I just want to get well soon"			
Patient's Motivation	<ul style="list-style-type: none">This can't be happening	<ul style="list-style-type: none">Iam so worry about the situationI want to get out of here	<ul style="list-style-type: none">I want to be back at home	<ul style="list-style-type: none">I want my life return to normal
Patient Experience				
Positive Experience	<ul style="list-style-type: none">Ambulance arrived fastSimple admission process	<ul style="list-style-type: none">Doctors are kind and professionalClean washroom	<ul style="list-style-type: none">RecoveredMet some new friends	<ul style="list-style-type: none">Reasonable price
Negative Experience	<ul style="list-style-type: none">Long waiting timeCrowded waiting area	<ul style="list-style-type: none">Poor food qualityShort visiting hours	<ul style="list-style-type: none">Some exits aren't wheelchair friendly	<ul style="list-style-type: none">Long waiting timeUnable to make appointment via phone
Satisfaction				
Recommendations				
Oppurtunities	<ul style="list-style-type: none">Hire more DoctorsExpand the waiting area	<ul style="list-style-type: none">Re-Train staff	<ul style="list-style-type: none">Ensure the hospital is equipped with barrier-free facilities like ramps and lifts	<ul style="list-style-type: none">Support making appointment via phone