Customer Journey Map – DocSpot (Online Doctor Appointment Booking System)

	Discover	Register/Login	Search Doctor	Book Appointment	Payment	Consultation	Post-Visit
User Actions	Visit website/app	Enter details	Browse doctors	Select slot	Pay fees	Meet doctor	Give review
Touchpoints	Web / Mobile App	Registration Form	Doctor Profiles	Booking Page	Payment Gateway	Clinic / Video Call	Email / App
Positive Experience	Easy access	Quick signup	Many options	Instant booking	Secure payment	Quality care	Satisfaction
Pain Points	App awareness	OTP delay	Too many choices	Slot unavailable	Payment failure	Waiting time	Forget to review
Opportunities	Better marketing	Faster OTP	Smart filters	Real-time slots	Multiple payment modes	Live tracking	Reward reviews