# Customer Journey Map

Project: HealthAI:Intelligent Healthcare Assistant Using IBM Granite

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Scenario: A user exploring symptoms, getting insights, and improving their health with HealthAI.

## Entice

User hears about HealthAI via social media, online health forums, or word-of-mouth.

## Enter

The user visits the HealthAI website/app and is greeted with feature cards and chat access.

## Browse

User types symptoms like 'mild fever and fatigue' in the chat interface.

## Engage

HealthAI offers predictions, remedies, and treatment plans tailored to the user profile.

## Know

User gets health tips that are very essential.

## Review performance

AI analyzes trends (e.g., glucose, BP) and highlights warnings or improvements.

## Save module

User saves treatment plans, remedies, or insights for future access.

## Exit

User ends session with clear advice, feeling guided and informed.

## Extend

HealthAI sends periodic wellness tips or alerts based on previous usage.

**Scenario:** A user interacting with HealthAI for personalized healthcare support using AI features (chat, predictions, tips, analytics, treatment plans).

| **Stage** | **Steps** | **Interactions** | **Goals & Motivations** | **Positive Moments** | **Pain Points** | **Opportunities** |
| --- | --- | --- | --- | --- | --- | --- |
| **Discover** | User hears about HealthAI via social media or word of mouth | Website, poster, peer sharing | Find a reliable AI tool for quick health info | Homepage looks professional and trustworthy | Limited visible features before using | Add a demo or preview mode before registration |
| **Access** | User lands on the web app (SPA) | Navbar, SPA routing, homepage info | Explore features like chat, predictor, tips | Seamless single-page transitions | No persistent data saved | Introduce optional login and profile-based flow |
| **Explore** | User inputs symptoms, chats, asks for remedies/tips | Textareas, AI response cards, charts | Get basic health predictions or answers | Responses feel fast and user-friendly | General answers sometimes lack depth | Add prompt suggestions or refine AI prompts |
| **Engage** | User checks health analytics or gets a treatment plan | Charts, AI insights, input forms | Understand personal health trends and treatment options | Health insights feel personalized | Limited historical data visualization | Store session or allow health logs/history upload |
| **Reflect** | User reviews chat history, tips, or retakes input | Chat window, tips cards, results display | Improve health awareness and consistency | Tips and UI look clean and readable | No save/download option | Add PDF export or email summary option |