Customer Journey Map

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Project Name: Revolutionizing Liver Care: Predicting Liver Cirrhosis Using Advanced Machine Learning Techniques

Customer Journey Map
Liver Cirrhosis Prediction Tool

	Awareness	Consideration	Decision	Prediction	Post-Usage
Customer Goal	Learn about disease risk	Seek risk assessmemt	Evaluate and decide	Receive risk prediction	Understand next steps
Touchpoints	Reads health article about cirrhosis	Finds online cirrhosis risk checker tool via search engine	Assesses input fields and ease of use	Inputs data and receives prediction	Reads follow-up reco-mmmendations and consults doctor
Customer Experience	☹	😐	🙂	😀	😊
Opportunities	Anxious about potential health risks	Optimistic about finding out risk level	Curious about the tool's effectiveness	Relieved or worried deppending on result	Grateful for guidance and support
Opportunities	Include educational content on cirrhosis risk	Optimize visibility in health-related searches	Ensure clarity and easy naviga–ation of the form	Provide cleac actionable, and empathetic results	Offer resources and encourage professional consultation