

Customer Journey Map - HematoVision Blood Cell Classification

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Project Name: HematoVision Blood Cell Classification using Transfer Learning

SCENARIO: Medical professional discovering, registering, using, and benefiting from AI-powered blood cell classification system

Journey Phases

ENTICE - How does someone initially become aware of this process?

Steps: Discover HematoVision

What does the person typically experience? A hematologist or laboratory technician learns about HematoVision through medical conferences, peer recommendations, or research publications about AI in medical diagnostics.

Interactions:

- **Things:** Medical journal articles, conference presentations, colleague recommendations, Google search results
- **Places:** Medical conferences, hospital laboratories, medical libraries, online medical forums
- **People:** Colleagues, conference speakers, research authors, medical device representatives

Goals & Motivations: Help me find better tools to improve diagnostic accuracy and efficiency in blood cell analysis

Positive moments: Excitement about potential for AI to enhance diagnostic capabilities and reduce manual workload

Negative moments: Skepticism about AI accuracy in medical applications, concerns about regulatory compliance

Areas of opportunity: How might we build trust through transparent accuracy metrics and peer-reviewed validation studies?

ENTER - What do people experience as they begin the process?

Steps: Visit HematoVision Platform → Create Account → Verify Medical Credentials

What does the person typically experience? The medical professional visits the HematoVision website, explores the platform capabilities, and begins the registration process with medical license verification.

Interactions:

- **Things:** HematoVision website, medical license documents, institutional email, smartphone for 2FA
- **Places:** Hospital workstation, home office, laboratory computer
- **People:** IT support staff, hospital administration for institutional approval

Goals & Motivations: Help me understand if this platform meets our laboratory's needs and regulatory requirements

Positive moments: Clear explanation of AI mod