






Customer Journey Map

Date	14 Feb 2026
Team ID	LTVIP2026TMIDS73343
Project Name	Heart Disease Analysis
Maximum Marks	2 Marks

Scenario: [Existing experience through a product or service]	Entice  How do someone become aware of this service?	Enter  What do people experience as they begin the process?	Engage  In the core moments in the process, what happens?	Exit  What do people typically experience as the process finished?	Extend  What happens after the experience is over?
Experience steps What does the person or persons at the center of this scenario typically experience in each step?	Realizing current medical charts are too hard to read.	Opening the web browser to access your local application.	Exploring the interactive charts and the Tableau Story .	Completing the analysis and deciding on a preventive health plan.	Planning to return when new patient data is added.
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> • People: Who do they use or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects do they use? 	Seeing my project title: "Heart Disease Analysis" .	Navigating to 1270.015000 on a laptop.	Filtering data by Age, BMI, and Smoking status.	Closing the web app or saving a specific chart view.	Bookmarking the local Flask URL for future use.
Goals & motivations At each step, what is a person's primary goal or motivation? (Help me... or "help me do/st...")	Find a better way to visualize clinical risk factors.	A fast, error-free landing page with a clear "Get Started" button.	Understand which lifestyle habits impact heart health most.	Leave the app with clear, actionable medical insights.	Keep monitoring heart health trends over time.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	User finds a professional-looking project title: "CardioPulse" .	The Flask app loads quickly at 1270.015000.	Tableau Story makes complex risk factors easy to understand.	User successfully identifies their heart health risk level.	User feels empowered to track their health regularly.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Confusion if the project description is too technical.	Users might find it hard to navigate if there are no clear buttons.	Too many charts on one page can feel overwhelming.	Frustration if they cannot save or download the charts.	Data becomes "stale" if the MySQL database isn't updated.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Create a video demo showing how easy the dashboard is to use.	Add a "Guided Tour" feature for first-time users.	Use a cleaner layout with fewer charts per row for better focus.	Add a "Download Report" button for patients to take to their doctor.	Automate data uploads so the dashboard shows the latest clinical trends.