# Customer Journey Map – HealthAI

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Project Name: HealthAI

Maximum Marks: 4

# SCENARIO:

A user (Dhanish) explores HealthAI to get preliminary medical insights, track personal health data trends, and make informed decisions about their symptoms and overall well-being, all within a secure and user-friendly environment.

## Stage 1 – Awareness

Interaction: Dhanish sees a social media post about AI-powered health assistants or a colleague mentions a new health app. They visit the HealthAI Streamlit site for the first time.

User Goal: "Help me quickly understand what this AI health assistant does and if it's trustworthy for my minor health concerns."

Positive Experiences:

* No immediate login required for basic exploration, fostering easy access.
* Clean, intuitive Streamlit UI upon landing.
* Clear project title and icon indicate purpose.

Negative Experiences/Pain Points:

* Initial skepticism about AI accuracy in healthcare.
* Unsure about data privacy and security for health information.

Opportunities for Improvement:

* Implement a clear, concise 'About' or 'Disclaimer' section upon first visit highlighting the AI's informational role, data privacy policy, and the importance of consulting medical professionals.
* Feature testimonials or trust badges (future consideration for deployment).

## Stage 2 – Engagement

Interaction: Dhanish sees the 'Patient Chat' tab and, experiencing a minor symptom like 'a persistent cough,' decides to input a query into the chatbot.

User Goal: "Help me understand this symptom and get initial, reliable guidance quickly."

Positive Experiences:

* Fast AI response from the Gemini API simulation.
* The AI's tone is natural, empathetic, and easy to understand.
* The response provides actionable advice and clear recommendations on when to seek professional medical attention.
* Chat history is visible, allowing context retention.

Negative Experiences/Pain Points:

* (Potential) If the AI reply lacks sufficient detail or specificity for a particular query.

Opportunities for Improvement:

* Continuously refine AI prompts to improve clarity and specificity of medical phrases and advice.
* Integrate a 'Did this help?' quick feedback mechanism within the chat interface.

## Stage 3 – Insight Generation

Interaction: Curious about other features, Dhanish explores the 'Disease Prediction' and 'Treatment Plans' tabs, inputs a condition, and reviews the generated output. They also visit the 'Health Analytics' dashboard to see simulated health data trends.

User Goal: "Help me gain deeper insights into potential health issues and understand my health data."

Positive Experiences:

* Disease Prediction provides structured, clear likelihoods and next steps.
* Treatment Plans offer comprehensive, personalized guidance.
* The Health Analytics dashboard visually displays trends and symptom frequency clearly using Plotly.
* The 'Generate AI Insights' button provides a valuable summary of data.

Negative Experiences/Pain Points:

* (Potential) Dashboard charts could be slow to load if handling extremely large, real datasets.
* Real-time data input for analytics is currently manual/simulated.

Opportunities for Improvement:

* Optimize Plotly chart rendering for performance, especially for larger data volumes (future).
* Consider allowing manual upload of personal health data or integration with health trackers (future).

## Stage 4 – Exploration & Future Action

Interaction: Dhanish reviews the generated treatment plan, ponders how to apply the advice, and considers how to share the insights with their doctor. They understand that data is session-based.

User Goal: "Help me take the next steps based on the insights received, and understand how to manage my health information."

Positive Experiences:

* The clarity of the AI-generated treatment plans makes them actionable.
* The system provides foundational health understanding.

Negative Experiences/Pain Points:

* Realizes that session data is not permanently saved or portable across devices/sessions.

Opportunities for Improvement:

* Implement permanent data persistence (e.g., Firestore) to save patient profiles, chat history, and health data for long-term tracking and sharing.
* Add a 'Save Plan as PDF' or 'Email Plan' feature (future).

## Stage 5 – Retention

Interaction: Dhanish experiences a new minor symptom or wants to track their progress after applying AI advice and returns to HealthAI.

User Goal: "Help me track my health journey and continue getting personalized support without starting from scratch."

Positive Experiences:

* The Streamlit interface feels familiar and easy to navigate.
* Within a single session, previous chat history and profile settings are preserved, providing continuity.

Negative Experiences/Pain Points:

* Upon closing and re-opening the application, previous session data is lost (due to lack of database persistence).

Opportunities for Improvement:

* Implement user authentication and database integration for persistent profiles and data across sessions and devices.
* Introduce features like personalized health goals and progress tracking.

# Summary:

HealthAI offers a frictionless journey from initial symptom inquiry to self-reflection and proactive health management. By enhancing onboarding clarity, providing high-quality, personalized AI-driven outputs (simulated with Gemini, targeting IBM Granite), and visualizing health trends, the application empowers users. Future opportunities lie in implementing robust data persistence and advanced features to ensure HealthAI remains a highly valuable and frequently revisited tool in an individual's health journey.