Customer Journey Map – HealthAI

Date	27 January 2025
Team ID	LTVIP2025TMID37683
Project Name	Health AI – Intelligent Assistant using IBM Granite
Maximum Marks	

The Customer Journey Map outlines the steps a typical user goes through when interacting with HealthAI, from recognizing a health concern to receiving intelligent medical assistance.

Stage	User Actions	User Thoughts/Feelings	Touchpoints	Opportunities
1. Awareness	Notices symptoms like fever or cough	"Should I be worried?"	HealthAI landing page, social media	Provide simple explanation of AI features
2. Consideration	Decides to try an online health tool	"I need an answer but don't want to panic."	Patient Chat UI, symptom input form	Offer assurance and user-friendly inputs
3. Interaction	Enters symptoms or queries in the chatbot	"This feels easy to use."	Chat interface, AI model responses	Deliver fast, empathetic AI responses
4. Analysis	Views predicted conditions or treatment plans	"These results make sense, I feel guided."	Condition prediction and plan modules	Show clear, accessible medical suggestions
5. Insight & Action	Reviews health metrics and AI-generated insights	"Now I can monitor my health myself."	Health Analytics dashboard	Offer continuous tracking and trends
6. Follow-up	Considers seeing a doctor if symptoms persist	"This tool gave me confidence to act."	Final recommendation and summary screens	Encourage professional consultation