TEAM ID: PNT2022TMID21262
Project Name: Early Detection of Chronic Kidney Disease using Machine Learning
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Chronic Kidney Disease User/ Customer

SCENARIO

Installing, Accessing & Detecting the CKD using App

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Booking Appointment to Hospital Visit website or app Choose a Time, dates, and number of people Browse available Doctor's Name & Time View detail on Appointment Schedule	Start Checking for CKD Complete payment information Confirm payment & book for checkup Email confirmation Email reminder	Arrive at Hospital Location Meet the Nurse guide Experience the Checkup	Leave the guide Prompt for review Writing & submitting review	checkup appears in the user profile Personalized recommendations Person aliz ed other CKD relatedcheckups
	Most Users to find whether they are affected by CKD by visiting nearest Hospital A customer navigates to the CKD prediction section of our website or app The customer types their name, dates, and the number of people who are come along with patient are available The customer sees available Doctor's name, for their dates to visit Hospital After seeing the Timing schedule, the User clicks or taps to view more. They see information about what and when the appointment is fixed, plus the time of day, and Doctor guide	After deciding to go on this Prediction they click the start check button They fill out their contact and credit card information, then continue They see a summary of what they are about to do, then they confirmed and the appointment is booked! An email immediately sends to confirm their appointment and provide details about where and when to meet their guide One day before the checkup begins, a reminder email is sent to all user. The email emphasizes where and when to meet, and what to bring (if applicable).	Using their own means of transportation, the User makes their way to the location at the scheduled time. Tour patients meet the guide and other people who have take the same checkup The guide brings the patients around the area, explaining things as they go. Typically this lasts about 3 hours.	The guide end the checkup and everyone heads their separate ways One hour after the checkup finishes, an email and in-app notification prompt the patients for a review The user writes a review and gives the predicting CKD app a star-rating out of 5.	The completed profile appears with users "past past checkups" and a users profile with a few details of patients users who undergone predicting CKD informs them to meet our doctor for further clarifications. The user receives an email 14 days after their checkup with personalized recommendations for other checups
Interactions What interactions do they have at each step along the way? - **People:** Who do they see or talk to? - **Places:** Where are they? - **Things:** What digital touchpoints or physical objects would they use?	Whether the app predicts correct information? What are the details it will ask for predicting CKD? Will it give results within a Single day ? The Nurse guide makes first appearance at this point, although the user doesn't interact with them yet. CKD detection section of the website, iOS app, or Android app	CKD detection section of the website, iOS app, or Android app Customer's email (software like Outlook or website like Gmail) Payment overlay within the website, iOS app, or Android app	The User looks for t guide, often from a distance as they walk closer Direct interactions with the guide, and potentially with other members Some patients include interactions with other people or restaurant staff (e.g. on a food court) Most common objects people interact with on checkup are chairs ,Bed etc.,	Often takes place at the same place where the group met the guide, but not always To some degree, this is communicating indirectly with the Nurse guide, who will see their review "Leave a review" modal window within the profile on the website, iOS app, or Android app Depending on the User and guide, tipping/cash may be involved	Completed experiences section of the pr ofile onthe website, iOS app, or Android app Customer's email (software like Outlook or website like Gmail) If other users interact with this person, theywill see these completed checkup also Recommendations span across website, iOS app, or Android app
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to reach this CKD prediction section floor Help me have correct results from prediction Help me to avoid seeing doctor for the wrong dates, times , Help me to learn what instructions doctor gave	Help me understand what this App will do all this Help me get through this payment part without too much hassle Help me feel confident that my appointment is finalized and tell me what to do next Help me make sure I don't forget about my checkup so that I don't waste money or get disappointed	Help me feel confident about where to go and which one of these people is my guide Help me feel good about my decision to go on this checkup. Help me leave the hospital with good feelings and no awkwardness	Help me spread the word about a great Prediction a pp and feedback for one thatwas not so good	Help m e see whatI've done before Help me see what I could be doing next
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's fun to look at options and imagine doing CKD prediction like some experiences Some Test results we are taking are exciting to see It's reassuring to read reviews written by old patients	Excitement about the checkup ("Here we go!") Current payment flow is very bare-bones and simple We've heard from several people that the reminder emails were essential, especially if they booked way in advance	Our guides tend to be so good that people are reassured when they meet their guide People love the hospital staffs treating patients, we have a 98% satisfaction rating	People generally leave hospitals feeling refreshed and inspired	We think people like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People sometimes forget to put in their dates & time which leads them to discover problems they can't actually attend Several people expressed "information overload" as they browse People express a bit of fear taking at this step	Trepidation about the Checkup for predicting CKD ("I hope this will be worth it!")	People expressed awkwardness about finding their guide in a hospital Sometimes people are matched up with nurse guides that they don't really like	People are unclear whether a tip is necessary, especially from Affected ones Users report feeling review fatigue People describe leaving a review as an arduous process	We have very low review rates (15% of people review experiences)
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	If you don't follow this procedure immediately after your Booking, could we send a follow-up? Could we automatically carry over the prediction website from your booking? (e.g. via a cookie) Make it easier to compare and predict CKD for experiences without having to click on them	Provide a simpler summary to avoid information overload Show highlights or common phrases from reviews of old patients	How might we make our guides easily identifiable (via a name batch, height &weight for example)	How might we make it clear that tipping is appreciated but not necessary? How might we totally eliminate this awkward moment?	Could we A/B test different language to see what changes response rates? How might we progressively disclose the full review so that each step feels more simple?