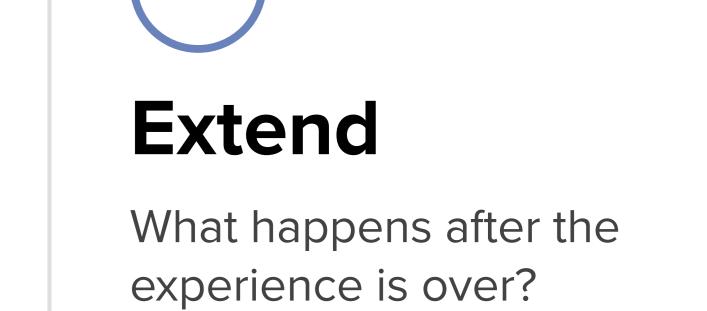


happens?







### Steps

What does the person (or group) typically experience?

Go to the website or the application

Booking for

appointment in the

hospital

Whether the predicted results by

Select the

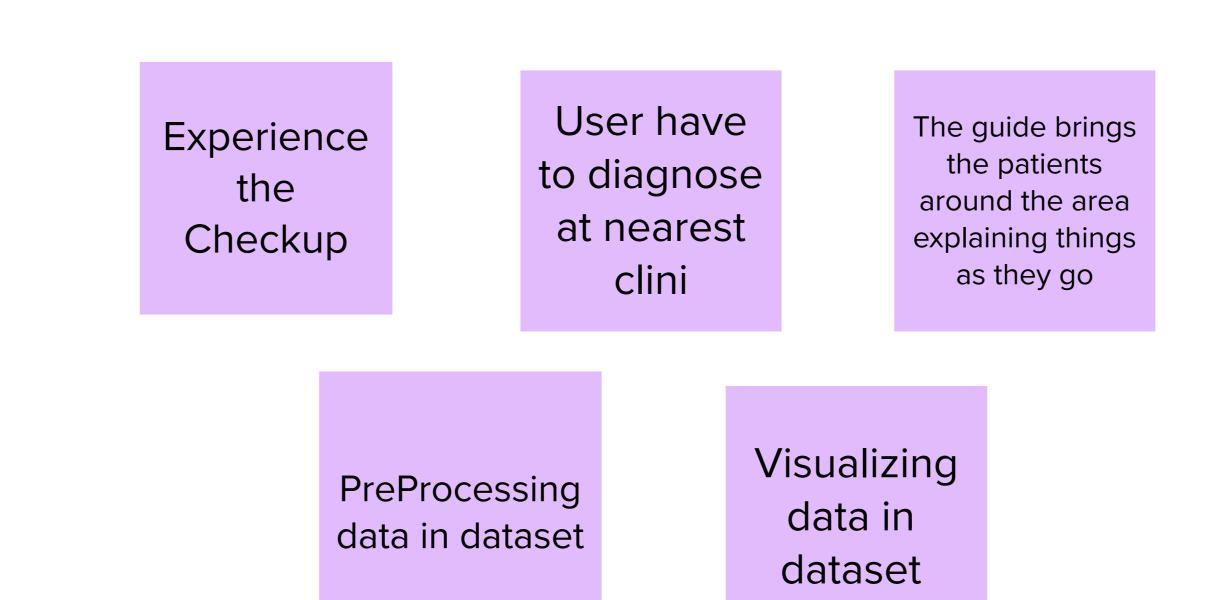
appointment date

and time according

to user convinience

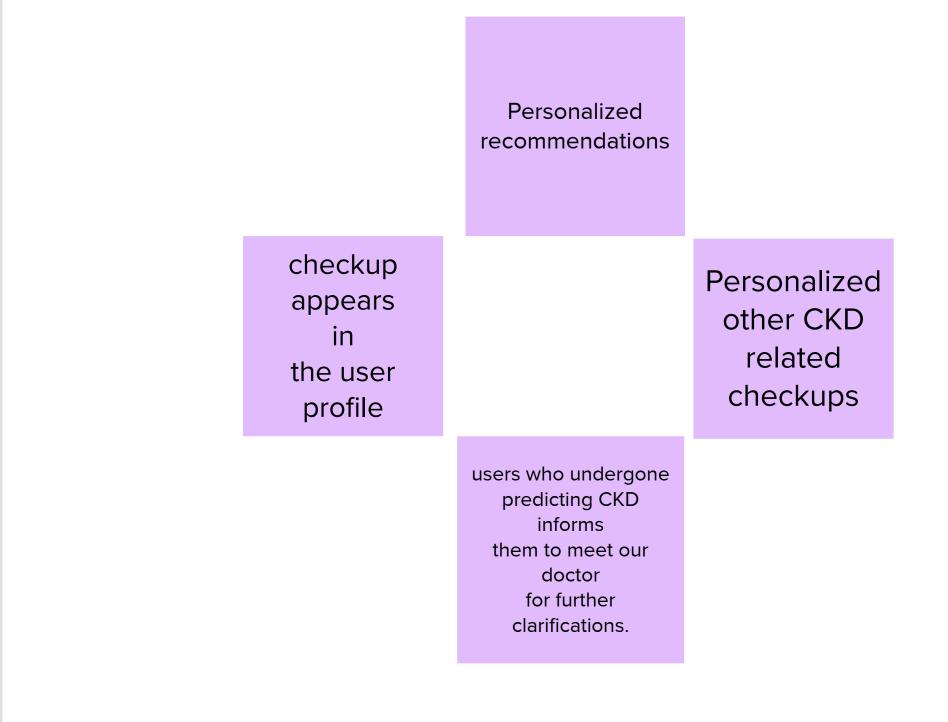
Fill out details and credit card proceed to next step

> Start checking for CKD



guide

The user writes a review and gives the predicting CKD app a star-rating out if 5





### 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?

features

Trying to know how to use the software benefit

The details that it will

ask for predicting

o use the software oplication for their users capacity benefit

CKD detection section of the app, or Android app

Payment overlay within the iOS app, or Android app

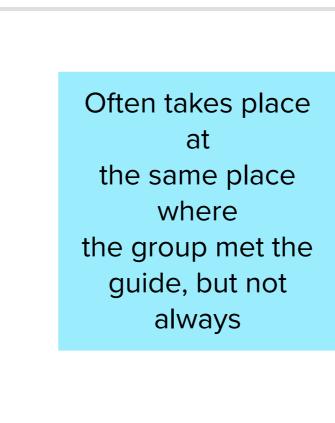
After confirming the

appointment start

entering the necessary medical test data and

proceed

(software like Outlook or website like Gmail)



guide, tipping/ cash may be involved

profile on the

website, iOS app, or Android app

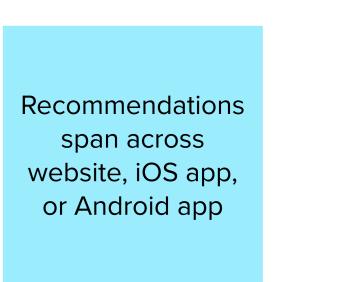
with other people or restaurant staff (e.g. on a food

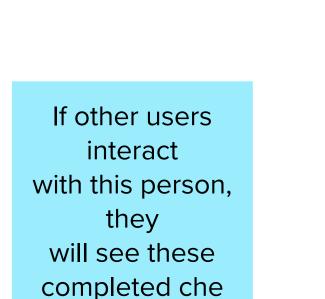
prediction

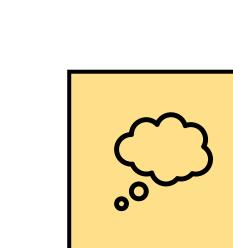
will give

result

for guide, often from a distance as they walk







# **Goals & motivations**

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me to go to the CKD predicting section and provide correct data as per the application requirements

Help me to reduce the time for finding the doctor and provide results within a short span of time

Help me to understand the instructions to be followed by trthe doctor

Help me this App will do

Help me feel confident that my appointment is finalized and tell me what to do next

Help me spread the word about a great Prediction app and feedback for one that was not so good

Help me feel confident about where to go and which one of these people is my guide

about where to go and which one of these people is my guide

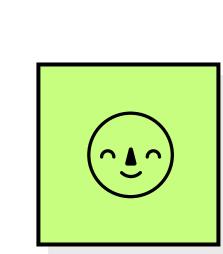
with the guide,

good about my decision to go on this

Help me see what I've done before

Completed
experiences
section of the
profile on
the website, iOS
app,
or Android app

Help me I could be



## **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

Detection can be done as fast and effective

Excitement about the checkup ("Here we go!")

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 peopleare reassured when they meet their

People

expressed

awkwardness

about finding

their guide in a

hospital

People love the hospital staffs reating patients we have a 98% satisfaction rating

And Regularly food

People generally leave hospitals feeling refreshed

People leaves the CKD system with satisfaction

If the process is not affected to CKD,then they follow a healthy manner system

Happy to know the results if it is negative

We think people like because they have anextremely 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 browse

Trepidation about the Checkup for predicting CKD People expressed difficulty in the avaliability of the ("I hope this will CKD systems worth it!")

Sometimes people are matched up with nurse guides that they

The core one gets emotionally breakup as they this disease

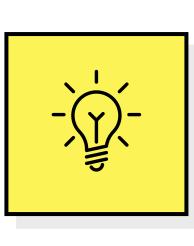
Users report feeling review fatigue

People describe leaving a review as an arduous

People are unclear whether a tip is necessary, especially from Affected ones

Need to check reviews for the usage of the CKD software

We have very 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?

Others suggest to So that people may conduct a food know about what are camp of hygenic foods to be taken food

Provide a summary to avoid information overload

highlights old patients

those Ideas

Can we used to develop an application for prediction using this model

How might we make our guides easily identifable

Payment should be less

How might we awkward

CKD should be an expert system to assit doctors

could we A/B test different languages to see what languages rate

Fear of Accuary