

Project Design Phase II

Customer Journey Map

Date	14 october2022
Team ID	PNT2022TMID47686
Project Name	Project-AI based localization and classification of skin disease with erythema
Maximum marks	4 Marks

Phase of Journey	Awareness	Diagnosis	Treatment	Longterm follow up	Experience
steps What does the person (or group) typically experience?	How does someone initially become aware of this process? view details about skin disease source of health information Getting review from people who already go through it patient education	What do people experience as they begin the process? Ease of access and initiating scheduling Confidence in treatment plan and next steps Lag time for scheduled appointments Taking decision about treatment	In the care moments in the process, what happens? Damaged skin image for further treatment predictable of unpredictable symptoms Able to recognize possible new symptoms and warning signs Routine appointments	What do people typically experience as the process finishes? Confidence in on-going care Having and carrying the personal clinical reports Go for checkup at least once in month Take preventive measurements to avoid getting affected by disease	What happens after the experience is over? Patient thinking that the process is very useful Feeling happy to get cured healthy life Need not to be worried about infections
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?	login into skin innovation website Getting info through Email Contact via mobile number Detailed study about treatment	Consulting a dermatologist Gather info from patient reviews providing support for patient to learn about the process Nursing care and support	Treatment experience Using machine for healing process Medical testing Interact with dermatologist	Knowing what activities can be do or don't Obtaining personalized information Adaptation to a healthy diet Learning about treatment and self care	Writing review about process Recommendations appear across website Completed section of the profile Post purchase across website
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to cure skin disease give detailed instructions about what is going to happen in future diagnosis Help me to get proper website	Help me to commit going this process Help me feel confident that my process is finalized Help me make sure i don't forget about my detail	Help me get through this process with good handle Help me feel good about my decision to get this diagnosis Help me make the process is successful	Help me to leave process with good feeling Help me to avoid awkwardness Help me to stay healthy	Help me see what I've done before Help me see what I could be doing next Help me to get back normal skin
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is motivating to read review written by past patient Health promoting habits Patient are excited after reading a positive reviews Persisting in the search for adequate and trustworthy healthcare	Current treatment flow is very convenient and simple Excitement about curing disease Keeping a positive attitude We have heard from several people that the process were essential	Our doctor is so good that the patient are reassured when they meet their doctor Good communication with staff People love the process itself we have 98% satisfaction rating People trust in process	controlled Diet everyday Smoking cessation Meditation helps mental stress Exercise everyday as possible	We thing patient like these recommendations Improvement in quality of life People generally after cure the disease refreshed and inspired Happy about completion of treatment
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time consuming?	several people expressed information in wrong manner people have found it the lagging of this process Sometimes patient give wrong information about their details due to lack of focus	Trepidation about the diagnosis People feel hesitant sometime to take image poor quality of damaged skin image sometimes hard to seeing disease	people feel awkwardness during treatment Due to fear they cannot be able to cooperate with instruction Sometimes people are confused up with process that they don't right the	People are not following the proper instructions People will not continue to take doctor advice once they are cured There is also a possibility to get affected again if you not follow the advice from doctor	People met felt this process consume more time Patient might get frustrated during the analysis period Patient might confused about getting treatment
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	If we present get the information properly after the process, we can get details in our stage This process is easy when compare to highlight skin disease we using technology after only taking image of your affected disease	Using skin to register new possible symptoms by using right device The process of diagnosis is easier and make you more details about disease better	The model might make easy identification of your skin disease Identifying and reducing patient skin problem	How might we totally eliminate this awkwardness moment ? How might we make it clear to follow the rules?	Building confidence and increasing self control It's very important to maintain health and psychological self care