### Project Design Phase-II Customer Journey Map

Date	09 October 2022
Team ID	PNT2022TMID10327
Project Name	Early Detection of Chronic Kidney Disease using
	Machine Learning

**SCENARIO** Installing,Accessing **Detecting the CKD** using App



### **Entice**

How does someone initially become aware of this process?



## **Enter**

number of people who are come along with patient

when the appointment is

fxed, plus the time of day, and Doctor guide

What do people experience as they begin the process?



Engage

of transportation, the User makes their way to

the location at the

Tour patients meet the

guide and other people

who have take the

The guide brings the patients around the

area, explaining things as they go. Typically this lasts about 3 hours

same checkup

In the core moments in the process, what happens?

guide



# **Exit**

Leave the guide

The guide end the checkup and

What do people typically experience as the process finishes?

Prompt for review



**Extend** 

appears with users "past

users profle with a few

details of patients

What happens after the experience is over?

The user receives an email

days after their checkup with personalized recommendations for other

checups

predicting CKD informs them to meet our doctor for further clarifcations.

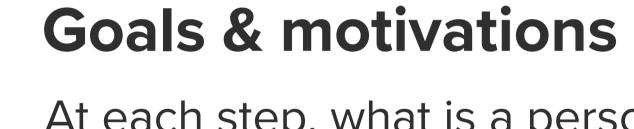
What does the person (or group) typically experience?

What interactions do they have at

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



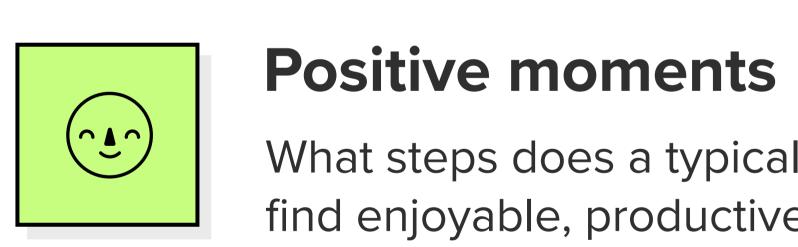
each step along the way?



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



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

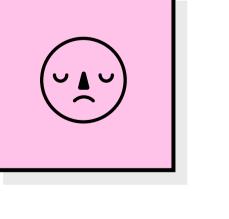


## What steps does a typical person

find enjoyable, productive, fun, motivating, delightful, or exciting?

especially if they booked way in advance

to meet, and what to bring (if



### **Negative moments** What steps does a typical person

find frustrating, confusing, angering, costly, or time-consuming?

bit of fear taking at this step

Checkup for predicting
CKD

("I hope this will be
worth it!")

How might we make o batch, height &weight for example)

### Areas of opportunity How might we make each step

better? What ideas do we have? What have others suggested?

on them