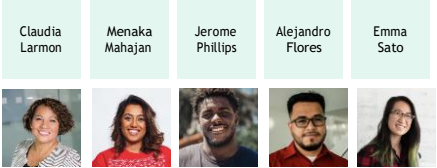


Early Detection of Chronic Kidney Disease using Machine Learning

Based on ten customer interviews and observationsfrom the Fairplane Guided City Tours team



SCENARIO	Entice	Enter	Engage	Exit	
Entering the user details to detect the disease	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?	
Steps	What does the person (or group) typically experience?				
Interactions	What interactions do they have at each step along the way?				
Goals & motivations	At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")				
Positive moments	What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?				
Negative moments	What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?				
Areas of opportunity	How might we make each step better? What ideas do we have? What have others suggested?				