

Project Design Phase-II

Customer Journey Map

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|---------------|---|
| Date | 09 OCTOBER 2022 |
| Team ID | PNT2022TMID53390 |
| Project Name | EARLY DETECTION OF CHRONIC KIDNEY DISEASE |
| Maximum Marks | 2 Marks |

Customer Journey Map

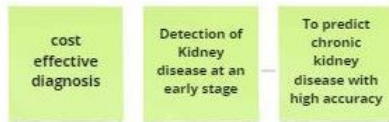
| Journey Steps Which step of the experience are you describing? | Discovery Why do they even start the journey? | Registration Why would they trust us? | Onboarding and First Use How can they feel successful? | Sharing Why would they invite others? |
|--|--|---|---|--|
| Actions What does the customer do? What information do they look for? What is their context? | visit laboratories and take needed tests | new user must register existing user directly login must register to enter | upload test data properly only specified details want to enter suggest others to use | suggest others to use solve people's difficulties giving most accurate results |
| Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i> | high level of test needed accuracy rate | Enter test data properly finish sign up or sign in properly proper test needed for correct accuracy | basic idea want known about web application read the instruction of web application properly bring the test results before onboarding | knowledge should be shared to others support web application by sharing fear about the accuracy rate |
| Touchpoint What part of the service do they interact with? | Detection of Kidney disease at an early stage reduce pain of patient | user friendly registration data is mostly safe easy to register and use | Easy to interact secured web application minimum time and cost needed to detect | superior project imperative for society People can easily detect ckd |
| Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i> | 😊 | 😬 | 😊 | 👨👩👧👦 |

This is the journey of a

Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?



What do they struggle with most?



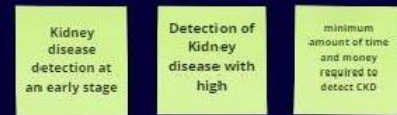
What tasks do they have?



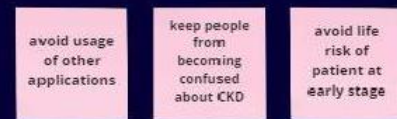
What changes for them? **Outcome**

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?



What can they finally avoid doing?



What changed in my environment?

