Customer Journey Map

Project Title: Deep Learning FUNDUS Image Analysis for Early Detection of Diabetic Retinopathy

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Scenario: Detection of Diabetic Retinopathy from FUNDUS Images	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Consultation Self - Consultation Self - Awareness Contacting Physician / Colleague to know Treatments available for DR By searching Internet for Remedies Aware of Treatments available because of prior experience	Registers / Login using the credentials Check if there is any Subscription available Tries to get familiar with the User Interface and Other Features	Explores the Visualization available in the App Randomly inputs FUNDUS Images and Observers the Results	Logs Out the system Gains Trust by Comparing the actual and the predicted result	Tries to get familiar with the App's UI and the Features available Gets dependent on the App on a long run
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?	Explores Blogs, Social Media and Contacts Uses Smart Phone / PC to access the website	Seeks help from others on how to use the App Reads the user manual from the webpage to get familiar with the site	Interacts with the UI which is available to the reader in a language which is easily understood by the user Gets familiar with the features like prediction, feedback, visualization, etc	Interacts with the other users about the App's features and the Results	Recommended to casual users who are unaware of medical terms Giving feedback based on the experiences
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me get to get Accurate Diagnosis for DR	Help me in preventing / effective treatment for DR	Help me to get satisfied with the results with less band-width consumption and time	Help me to avoid data breach and inaccurate results of prediction	Help me to get future alerts and suggest preventive measures
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	User Friendly UI Secured with User Authenthication	Website should be Ubiquitous	Proper suggestions should be made for the predicted results Showing visualizations of user's history	Relevant Suggestions and Preventive Measures Regularly update FAQs for the Users	Effective feedback and support and reliable for 24/7 customer support
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Predicted Result is Accurate	Concerns about data privacy	Non availability of network in rural places	User's device gets slow or hanged	Adds consuming user space and user time
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Increasing model accuracy	Enhancing communication between the user and the system	Integrative more interactive complaints and issues as soon as better insights Addressing user complaints and issues as soon as possible	Support for regional languages like Tamil, Malayalam, Telugu along with English, Hindi,etc	Adding voice assistant support for impaired users