

CUSTOMER JOURNEY

PROJECT ID: PNT2022TMID16059

PROJECT NAME: Deep Learning Fundus Image Analysis for Early Detection of Diabetic Retinopathy

STEPS What does the person (or group) typically experience?	<div><div>This thinking will be shared to get the results</div><div>person may get the results</div><div>to keep track for person the results get feedback with the product</div><div>person will not get the results</div></div>	<div><div>person will not get the results</div><div>person will not get the results</div><div>person will not get the results</div><div>person will not get the results</div></div>	<div><div>As the model classifies and identifies the type of Retinopathy the patient might find nervous, the doctor would be doubtful if the result will match their hunch.</div><div>While using the model, the user may be interested in it if they find the application to be convenient to work with.</div></div>	<div><div>User will be amazed and thrilled to get fast and accurate results as previously this task was time-consuming.</div></div>	<div><div>User may be excited to interact with business partners to implement model at a large scale.</div></div>
Interactions What interactions do they have at each step along the way? People: Who do they interact with? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	<div><div>person would want to be able to interact with the product</div><div>person would want to be able to interact with the product</div><div>person would want to be able to interact with the product</div><div>person would want to be able to interact with the product</div></div>	<div><div>The doctor/lab technician interacts with the computer/device classifying the disease.</div></div>	<div><div>If the user is a doctor/hospital professional they would have to interact with the patients to inform the results.</div><div>Patients may recommend the product to other patients.</div></div>	<div><div>There will be more patient-doctor interactions or more patients would visit this particular hospital as it gives fast accurate results.</div><div>They try how to expand their products with other business partners.</div></div>	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div><div>This product saves time for the patient to wait for their results</div><div>The cost for finding the disease using this product will be less</div></div>	<div><div>"Help to get the results quickly"</div><div>"Help me avoid a complicated procedure."</div></div>	<div><div>"Hope handling of the model is easy."</div><div>Uploading data should be easy and quick.</div></div>	<div><div>Help me avoid data leakage.</div></div>	<div><div>Help me extend the solution to other business partners.</div><div>Help me develop the model into a large scale solution.</div></div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div><div>Surveying people and exploring various solutions might interest some people</div><div>If doctor has used solution to solve the disease, the result of an automated solution will be more accurate than manual solution.</div></div>	<div><div>Reduced direct contact with clinic staff</div><div>If Retinopathy is not diagnosed, there can also be a better outcome.</div></div>	<div><div>User does not have to do any manual tasks that will feel manual as the process is automated.</div><div>As the results arrive in a few seconds, user will not have to wait and may parallelly work on other tasks.</div></div>	<div><div>The model could be extended to detect other diseases too which would lead to faster diagnosis.</div></div>	<div><div>The solution which implemented will save lots of cost which may delight the hospital management.</div><div>As the solution would provide quick accurate results, patients would be more satisfied as they don't have to wait for long.</div></div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div><div>The user may get vague responses which may cause frustration</div><div>After going through the advertisement some might fear the consequences that will happen in the future.</div></div>	<div><div>Children can be given a lab manual which tells how to handle the equipment</div><div>Doctors give information people may find it hard to understand their medical data</div></div>	<div><div>As not all people may be educated, if UI of the application is not user friendly user may be frustrated.</div><div>As the process may require registration of user and is cost effective customer might have data privacy concerns.</div></div>	<div><div>If the process gets complicated user may get irritated.</div><div>If other competing hospital managements adopt the same product, and make mistakes it might affect the user's business.</div></div>	<div><div>If the model prediction does not match the doctor's diagnosis, it may cause confusion and stress.</div></div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div><div>Make sure the data is accurate and the model is trained properly</div><div>Make sure the data is accurate and the model is trained properly</div></div>	<div><div>Doctors can be given a lab manual which tells how to handle the equipment</div><div>Exploration of the process can be done through video</div></div>	<div><div>Navigation comments and chatbot like tools to guide user.</div><div>Can engage users in some activity like games while waiting for the result.</div></div>	<div><div>Sending notifications or emails to the respective patients and doctors about the predicted results.</div><div>Extend server storage to handle increased user traffic</div></div>	

