PROJECT DESIGN PHASE- II

CUSTOMER JOURNEY MAP

DATE	06 OCTOBER 2022
TEAM ID	PNT2022TMID36376
PROJECT NAME	Early Detection Of Chronic Kidney Diseases
MAXIMUM MARKS	2 Marks

Chronic Kidney Disease Patient

SCENARIO

Installing, Accessing & Detecting the CKD using App



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?































To some degree, this is communicating indirectly with the Nurse guide, who will see their review











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?



What are the details it will ask for predicting CKD?

Will it give results within a Single day ?

CKD detection section of the website, iOS app, or Android app

CKD detection section of the website, iOS app, or Android app

Payment overlay within the website, iOS app, or Android app



The User looks for t guide, often from a distance as they walk closer



Depending on the User and guide, tipping/cash may be involved

Completed experiences section of the profile on the website, iOS app, or Android app

If other users interact with this person, they will see these completed checkup also

Customer's email (software like Outlook or website like Gmail)



Goals & motivations

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



Customer's email (software like Outlook or website like Gmail)

Help me feel good about my decision to go on this checkup.

Help me see what I could be doing next



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Some Test results we are taking are exciting to see

It's reassuring to read reviews written by old patients

Excitement about the checkup ("Here we go!")

Current payment flow is very bare-bones and simple

People generally leave hospitals feeling refreshed and inspired



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?





















