

## Project Design Phase-II

### Customer Journey Map

|               |   |
|---------------|---|
| Date          | 09 OCTOBER 2022                           |
| Team ID       | PNT2022TMID40421                          |
| Project Name  | EARLY DETECTION OF CHRONIC KIDNEY DISEASE |
| Maximum Marks | 2 Marks                                   |

### Customer Journey Map

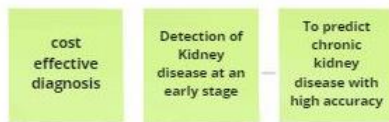
| Journey Steps<br>Which step of the experience are you describing?  | Discovery<br>Why do they even start the journey?                     | Registration<br>Why would they trust us?   | Onboarding and First Use<br>How can they feel successful?   | Sharing<br>Why would they invite others?   |
|--|--|--|---|--|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



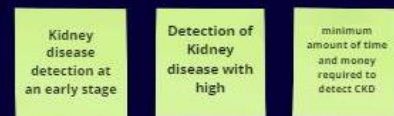
#### What tasks do they have?



### *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?

