Project Design Phase-II
Customer Journey Map

Date	13 October 2022
Team ID	PNT2022TMID51040
Project Name	Early Detection of Chronic Kidney Disease using Machine Learning
Maximum Marks	2 Marks

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?

Steps
What does the person (or group) typically experience?

Entice	Enter	Engage	Exit	Extend
appointment scheduling for a hospital · Visit MetroHealthApp · Select a time, date, and participant count. · View list available Name & Time of Physician · Check out the Appointment Schedule in panel.	Initially, look for CKD · Details of the bill payment · Continue support and schedule a checkup. · Email confirmation · Email reminder	Arrive to the hospital · Meet the Nurse · Have the Checkup	Give up the turnout · Review timeout msg · make a payment and submit bill	refine it in the part of the profile. · Rate and close review · City Side related information

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?

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

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

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?