







Project Design Phase-II

Customer Journey

Date	17 October 2022
Team ID	PNT2022TMID22079
Project Name	Virtual Eye - - Early Detection of Chronical Kidney Disease using Machine Learning

Customer Journey:

 Context Browsing, testing, attending, and using a local city tour	 Entice How does someone initially become aware of this product?	 Enter What do people expect when they begin the process?	 Engage In what ways are people involved, who? Expected?	 Exit What do people typically experience when leaving the space?	 Extend What happens after the initial experience?
Steps What core flow (series of things) typically represents?	User Interface - Home Page - About Us Page - Contact Us Page - Privacy Policy Page	Customer Journey Goals - To provide a seamless user experience - To ensure high customer satisfaction	Product/Service - Virtual Eye - Early Detection of Chronic Kidney Disease using Machine Learning	Brand - Virtual Eye - Early Detection of Chronic Kidney Disease using Machine Learning	Feedback - Customer Feedback Form - Social Media Feedback
Interactions What interactions can they have or expect along the way? - People: Who is they user or who is? - Places: Where are they? - Things: What digital objects or physical objects would they use?	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page
Goals & motivations At each step, what is a person's primary motivation? ("Why should I do this or why not?")	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page
Positive moments What are the ideal moments for enjoyable, pleasurable, fun, surprising, delightful, or exciting?	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page
Negative moments What are the ideal moments for frustrating, boring, tedious, or disappointing?	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page
Areas of opportunity How might our customers feel? What are the opportunities? What have others suggested?	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page	- Home Page - About Us Page - Contact Us Page - Privacy Policy Page