

Project Design Phase-II

Customer Journey

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

Customer Journey:

SCENARIO Browsing, booking, attending, and rating a local city tour	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?	User Interface It is user friendly, Minimal and Easy to Access	Administrator Create and Monitor the Application	Prediction Page Customer will be informed the prediction stage when in the prediction step	Result Customer will not be forced	Awareness Customer will be getting some idea about future health
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?	Need of user friendly application Whether prediction of app will be correct Expense both are combined to get reports Changes in self factors Language and some of predictions	Customer need to enter their necessary health details	The customer looks for the result Direct interaction with the user Application is user interactive	Depending on the prediction whether user can rest or not Direct interaction with the user Application is user interactive	Completed prediction while ends as the prediction, 100% yes or 100% no Recommendation upon prediction results
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me see what they have to do Help me understand what the prediction will be about Help me make sure I am affected or not	Help me feel good about prediction	Help me feel good about prediction Help me feel good about prediction Help me feel good about prediction	Help me feel good about prediction Help me feel good about prediction Help me feel good about prediction	Help me see what I've done before 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?	Early detection of disease Flexible and easy efficient application Decision can be clear fast and efficient	Customer about the result The results are coming to be perfect	People like looking back on their past data Customers about the results The results are coming to be perfect	People like looking back on their past data Customers about the results The results are coming to be perfect	Report Analyzes Changes in self health
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Low security of data A payment with money efficiency Inherent risk of getting viral health	People experience frustration when trying their prediction in complex data Customer report feeling unsure about	People describe feeling to follow as an unclear process A payment with money efficiency A payment with money efficiency	Feeling of getting viral health	We have very low money rates People feel more pressure
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	If you don't follow it, you get affected by chronic kidney disease Make it easier to compare	How might we better understand the customer's needs?	What kind of medical data will be required How might we better understand the customer's needs?	Could we add more different languages to our app? (target) who is the response rate? How could we use people's location and time to make it more accurate? How might we improve our customer's experience?	How might we make it more convenient for the user to use?