Project Design Phase-II
Customer Journey

Date	17 October 2022
Team ID	PNT2022TMID22079
Project Name	Project - Early Detection of Chronical Kidney Disease using Machine Learning
Maximum Marks	4 Marks

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 Maintain the Application	Customer Health Details / Customer need to enter their Credentials	Prediction Page / Customer will be reloaded to Prediction page where the Prediction start	Result / Customer's Result will be shown	Awareness / Customer will be getting some idea about his/her 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 • Expensive tests are conducted to get reports • Changes in self esteem • List pros and cons of predictions	Customer need to enter their necessary health details	The customer looks for the result • Direct interactions with the user • Application is user interactive	Depending on the application whether user can exit or not • Direct interactions with the user • Application is user interactive	Completed section of the profile on the website, iOS app, or Android app • Recommendations span across website, iOS app or Android app
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 this Prediction is all 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 my decision and to feel welcome • Help me feel confident about where to go and which one of these people is my 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 cost effective application • Detection can be done fast and efficient	Excitement about the predict ("Here we go!") • The results are assuring to be perfect	People like looking back on their past data • Excitement about the predict ("Here we go!")	People like looking back on their past data	Report Analysis • Changes in self esteem
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Low security of data • It present with anxiety disorders • Irrational fear of getting renal failure	People expressed awkwardness about finding their prediction in a public place • Customers report feeling review fatigue	People describe leaving a review as an arduous process • It present with anxiety disorders • It present with anxiety disorders	Irrational fear of getting renal failure	We have very low review rates • People feel peer 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 this you get affected by Chronic kidney Disease • Make it easier to compare	How might we totally eliminate this awkward moment?	Whether medical data will be secured • How might we progressively disclose the full review so that each step feels more simple?	Could we A/B test different language to see what changes response rates? • How might we help people celebrate and remember things they've done in the past? • How might we progressively disclose the full review so that each step feels more simple?	How might we extend the personal connection to the guide long after the tour is over?