

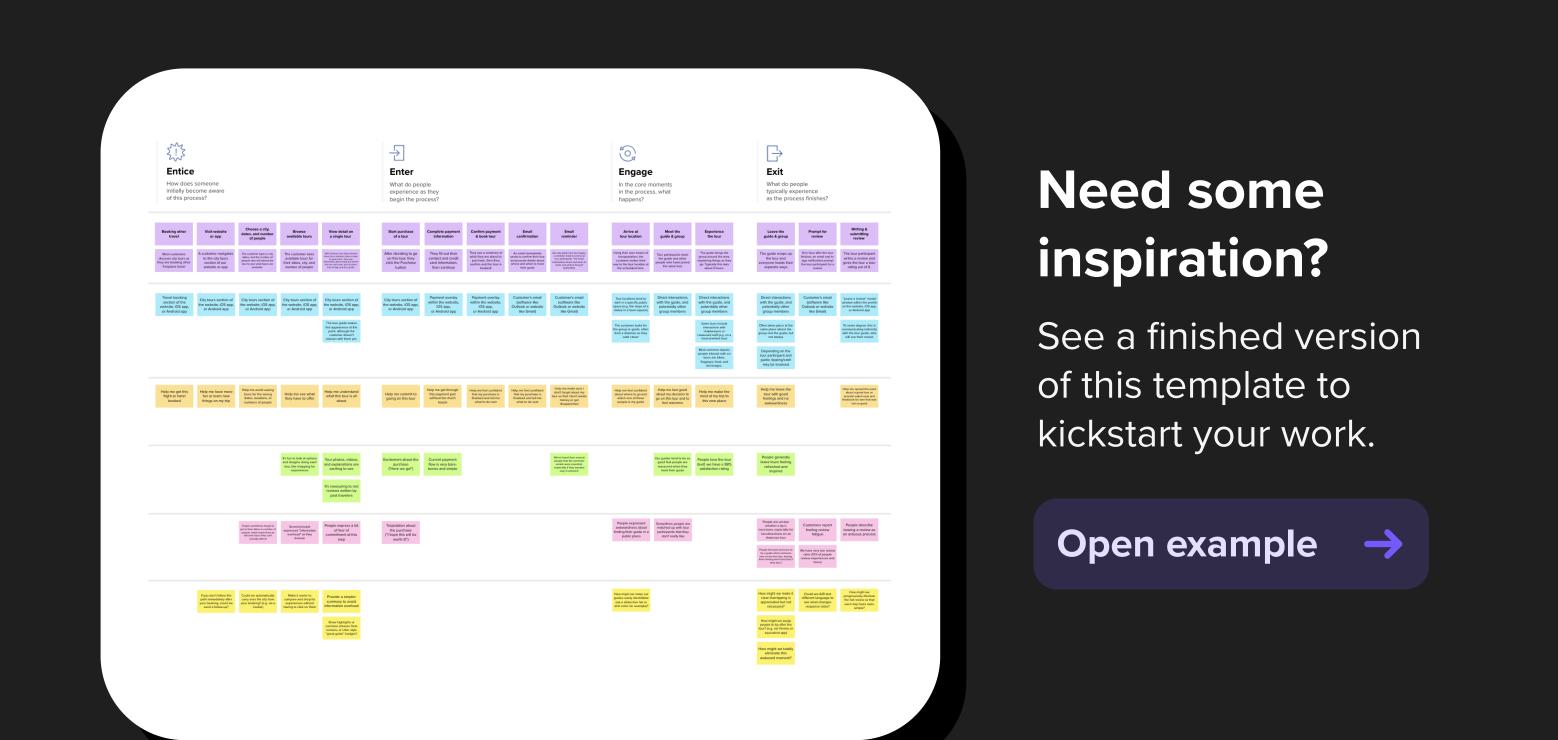
## Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership wit



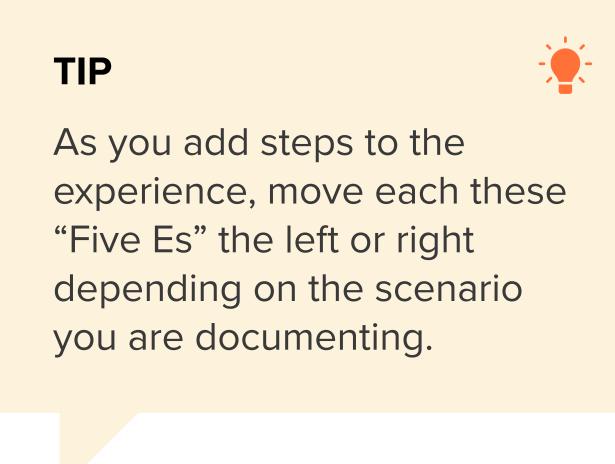
Share template feedbac





## Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



Scenario: Early detection chronic kidney disease using Machine Learning	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  Was it user friendly  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?	Recommendation from other user  The new customer get information about the application by other person who has already used the application  Wisiting the Application/Website  By visiting the website/application through advertisements	Information  Symptoms  The user would be able to view information about chronic Kidney disease  The symptoms of Chronic Kidney disease is displayed	Enter the required data  The user has to enter the accurate data required for prediction	Display result  The result of whether the customer is affected with chronic kidney disease or not is displayed	Further procedure  If the customer gets the result as they are affected then they must consult a doctor and get treated
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?	The person already used the application gives information about the same  How long it take to provide results	Was it time consuming or not  Does it require any type of payment for using the application	Interactions to get the required information for prediction purpose  Was it user friendly	Thank the person for recommending the application  Rate the application	Recommend the application to other people
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Helps to find the diseases at early stage  Helps to save time correct results from prediction	Helps to prevent kidney failure of patients  Helps to understand what this app will do  Helps to reduce the medical expenses.  Helps in finding the present health conditions	Helps to detect in a simpler method  Helps to know about other health information for prediction  Helps to have a different experience	Helps to know about their result  Helps to spread information about the application  Helps to have a comparison over this application with other applications	Helps to feel fearless to go for a checkup  Helps to have clear idea on what to do next  Helps to have a comparison of idea on previous and present health condition
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Excited to have a experience on prediction of chronic kidney diesase  Feel happy to have a experience on prediction of chronic kidney diesase  Reading previous user experience motivates to start the process	Will start with motivational quotes on health Will start having a different user experience	Customer will have a knowledge on their other heath information  Customer will get to know about various ways to gather information  Customer will get to know on various factors that is related to kidney disease	Customer will be freed from the confusion of whether they are affected are not	If the customer gets the result as they are not affected then they can be happy with the result  If the customer gets result as they are affected with immediate steps can be taken to overcome it
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Confused state as whether to use the application or not	Fear about their results	Customer has to enter the correct and accurate data for prediction	Gets worried if the result comes out as they are affected	If they are affected further treatment have to be taken to cure the disease
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	By Spreading information about the application/website through social media  Advertisements	Google, facebook and other platforms can be used for authentication purpose	Data can be entered by scanning the report  Data can be entered by selecting the existing values  Data can be entered by speech	Feedback is provided for further development of the application	The application can be shared and recommended to others