

## Gustomer 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 with



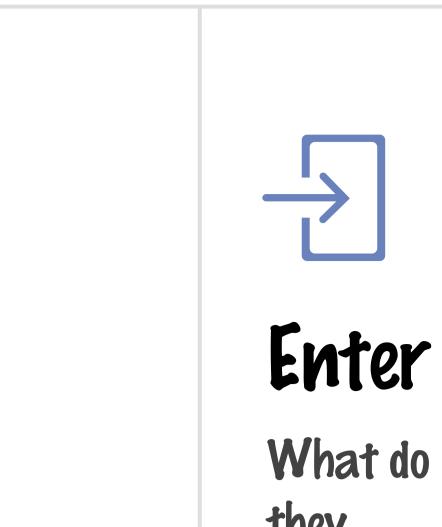
## Pocument an existing experience

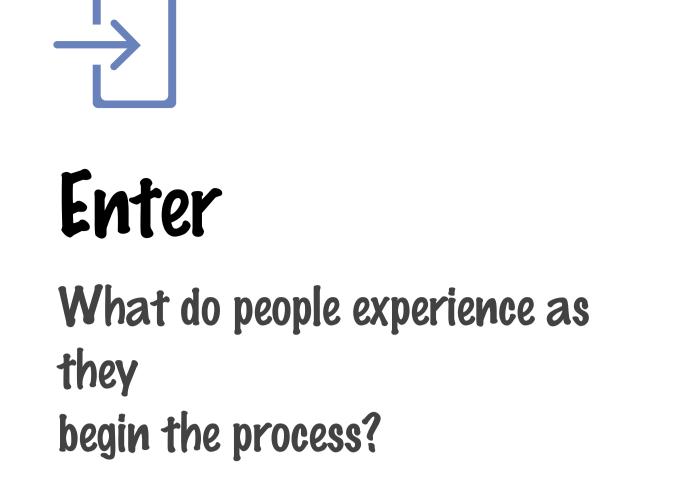
Narrow your focus to a specific scenario or process within an existing product or service. In the Steps row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



## **SCENARIO** Browsing, booking, attending, and rating a local city tour







Interaction in a

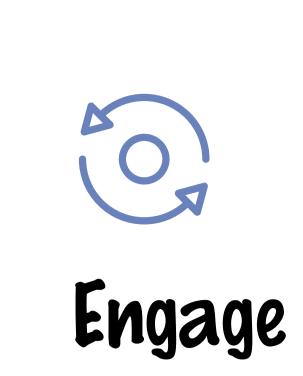
place: They are supposed

to be in the

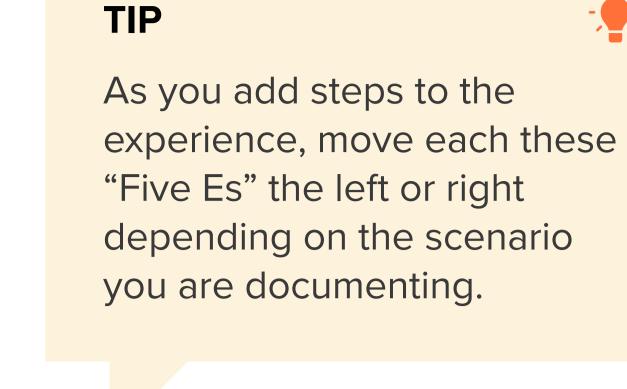
hospital while

undergoing

treatment

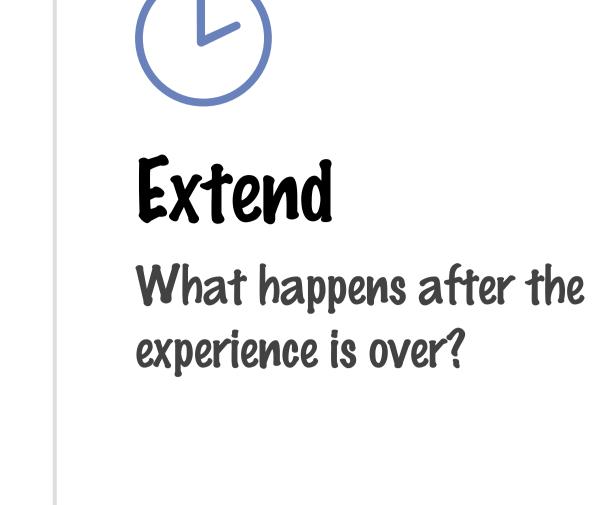


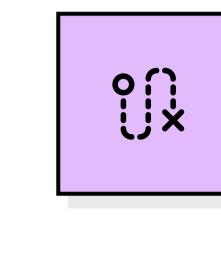
## In the core moments in the process, what





as the process finishes?





Interactions

step along the way?

Places: Where are they?

What does the person (or group) typically

What interactions do they have at each

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

Advertisement through social media

Interaction in a place

The users may require

clinic or hospital to

Free checkup can be

done in public places

Test can be done along with diabetic treatment.

comments from the existing users

Interaction in a person:

The user can get knowledge

through the patients who

ave already undergone this

DR treatment

nteraction with a thing:

They use eye Retina

nages as Digital images.

The prediction result will be shown in the output.

people will get excited after getting to know the instant result quite nervous about the result.

Interaction with a

person: Discuess with

patients about the

Retinipathy diagonises

While using the model, the user may be immersed application to be

in it if they fnd the convenient to work

classifying the

Patients may recommend the product to other

User will be super thrilled to get

fast and accurate

results as previously

this task was not time efficient.

expand their products with other business partners

User may be

excited to interact

with business

partners to

implement model

at a large scale.

They try how to



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

This product HELPS ME out in save time(Waiting for result) and cost(Checkup cost)

This product helps me avoid high risk of vision loss.

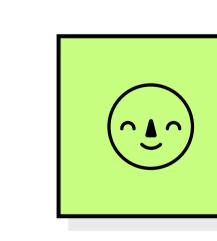
Less time consuming solution and complicated procedure.

Uploading data should be easy, quick and easy hadling of data.

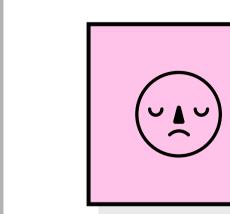
Pevice

Avoid data leakage.

Helps me to extend the project in large scale and to join with other project patterns.



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

Areas of opportunity

What ideas do we have?

What have others suggested?

How might we make each step better?

time-consuming?

After going through the advertisement some might fear the consequences that will happen in the future.

Exploring various

solutions might

interest some people

Might give TV advertisements to make people more awareness also try to adopt Digital marketing methods to spread

If Retinopathy is identify in early stages

may feel discomfort to their medical data

Procedure explanation

User feels relaxed as the process is automated and saves

**VI** of the application is not user friendly for uneducated peoples

Navigation comments for user tools to

Detect other diseases too which would lead to faster diagnosis.

> Mistakes might affect the user's business.

> > Sending messages or emails to the respective patients and doctors about

patients would be more relieved as they don't have to wait for long.

If the model

prediction does not

match the doctors

Quick

accurate results,

diagnosis, it may cause confusion Better server

storage to handle increased user traffic.