

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 with

Product School

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.

Team ID:-PNT2022TMID20760

Share template feedback

Browsing, booking, attending, and rating a local city tour

Entice How does someone initially become aware of this processY

Enter What do people experience as they begin the processY

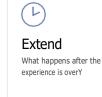


As you add steps to the experience, move each these "Five E3" the left or right depending on the scenario you are documenting.

o the
each these
re right
scenario
ing.

Exit
What do

Exit What do people typically experience as the process finishesY





Steps
What does the person (or group) typically experienceY



Free checkup can be

along with diabetic treatment.

existing users

Test can be done

The prediction result will be shown in the output.

will ut. people will get excited after getting to know the instant result quite nervous about the result. model, the user
may be immersed
in it if they find the
application to be
convenient to work
with.

User will be super thrilled to get
fast and accurate
results as previously
this task was not time efficient.

uper thrilled to get nd accurate is previously not time efficient.



Interactions

What interactions do they have at each step along the wayY

- People: Who do they see or talk toY
- Places: Where are theyY
- Things: What digital touchpoints or physical objects would they useY

Interaction in a place
The users may require
clinic or hospital to
discuss.

Interaction in a person: The user can get knowledge through the patients who have already undergone this DR treatment

to be in the hospital while undergoing treatment

Interaction in a

place: They are supposed

Interaction with a person: Discuess with patients about the Retinipathy diagonises

Device classifying the disease

While using the

Patients may recommend the product to other They try how to expand their products with other business partners

User may be

excited to interact

with business

partners to

implement model

at a large scale.



Goals & motivations
At each step, what is a person's

At each step, what is a person's primary goal or motivationY ("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.

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 typic

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or excitingY

Exploring various solutions might interest some people

nteraction with a thing

They use eye Retina

nages as Digital images

If Retinopathy is identify in early stages

User feels relaxed as the process is automated and saves time.

Detect other diseases too which would lead to faster diagnosis.

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



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consumingY

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

people may feel discomfort to share their medical data

UI of the application is not user friendly for uneducated peoples.

Mistakes might affect the user's business. If the model prediction does not match the doctors diagnosis, it may cause confusion



Areas of opportunity

How might we make each step betterY What ideas do we haveY What have others suggestedY Might give TV
advertisements to
make people more
awareness also try to adopt
Digital marketing
methods to spread
awareness.

Procedure explanation of the process can be done

Navigation comments for user tools to guide user.

Sending
messages or
emails to the
respective patients
and doctors about
the predicted
results.

Better server storage to handle increased user traffic.