**PROJECT DESIGN PHASE-II**

**CUSTOMER JOURNEY MAP**

| | |
|---|---|
| Date | 6 October 2022 |
| Team ID | PNT2022TMID15455 |
| Project Name | Early Detection of Chronic Kidney Disease Using Machine Learning |

Customer Journey Map:

| Stages | Awareness | Information gathering | Decision making | Appropriate diagnosis | Before detection | After detection |
|---|---|---|---|---|---|---|
| **Goals** | Understand the disease type which has the possibility to occur in kidney. | Learning, Exploration and Implementation. | Providing criteria for healthy kidney. | Complete knowledge about machine learning algorithms and achieve high accuracy. | Kidney affected by highest possibility of diseases. | Properly diagnosed and healthy Kidney without disease. |
| **Actions** | Kidney model with maximum infection which has to be diagnosed properly. | Aware of the difference between the healthy and unhealthy Kidney. Have a proper communication to the specialist. | Comparing the healthy Kidney with the unhealthy Kidney. Refer to the possible diseases to the Kidney. | Knowledge about which Kidney should be treated with what kind of diagnosis method. | Check Kidney Condition. Check the severity level of that diseased kidney. Check the symptoms of the kidney disease. | Treat the Kidney with proper diagnosis method. Makes sure the suitable action is taken to diagnosis the disease. |
| **Touch points** | Information provided in the survey after performing the research. Interaction with the project mentors at corresponding institution. | Verify the information gathered from the available sources. | Gathered information's from others and online sources for good healthy kidney | Checking the quality of the model for better quality, high efficiency and considerable cost. | Prone to know about Kidney and its diseases. | Training the model with proper dataset reference or by using well processed dataset. |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Feelings** | Positive Impact Neutral Impact Negative Impact | Better cost of effort. | Fear to face the result, Hesitation. | Lack of Knowledge. | Depressed, Anxious. | Satisfied. |
| **Pain points** | Collected Information not sufficient at first. | Hard to understand the kidney disease. Certain amount of information was confusing. | Lack of outside resources. Uncertainty Over the information gathered. Lack of financing opportunities. | High-cost consumption. Requires lot of time for training the model. More confusion over choosing the Best model. | Missed opportunity for initial treatment of kidney disease. Difficult for a health professional to choose the severity of disease. | Training was ambiguous. Materials available was also not in a precious manner. |
| **Key insights** | Awareness over the kidney diseases must be given among people. | Information requires to be shared outside through meetings and demos. | Diagnosis should be based on the health care professionalists and patients according to their wish for a healthy kidney. | Diagnosis should be done according to the patients' current health condition. | Kidney was unhealthy and disease infected. | Advanced diagnosis method helps to promote the decision making using applied data science among the various trained models |