PROJECT DESIGN PHASE- II

CUSTOMER JOURNEY MAP

DATE	06 OCTOBER 2022
TEAM ID	PNT2022TMID15566
PROJECT NAME	EARLY DETECTION OF CHRONIC KIDNEY DISEASE USING MACHINE LEARNING
MAXIMUM MARKS	2 MARKS

Chronic Kidney Disease Patient

SCENARIO

Installing,Accessing & Detecting the CKD using App

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?

Entice
- **Booking Appointment to Hospital**
  - Most Users to find whether they are affected by CKD by visiting nearest Hospital
- **Visit website or app**
  - A customer navigates to the CKD prediction section of our website or app
- **Choose a Time, dates, and number of people**
  - The customer types their name, dates, and the number of people who are come along with patient are available
- **Browse available Doctor's Name & Time**
  - The customer sees available Doctor's name, for their dates to visit Hospital
- **View detail on Appointment Schedule**
  - After seeing the Timing schedule, the User clicks or taps to view more. They see information about what and when the appointment is fixed, plus the time of day, and Doctor guide

Enter
- **Start Checking for CKD**
  - After deciding to go on this Prediction they click the start check button
- **Complete payment information**
  - They fill out their contact and credit card information, then continue
- **Confirm payment & book for checkup**
  - They see a summary of what they are about to do, then they confirmed and the appointment is booked!
- **Email confirmation**
  - An email immediately sends to confirm their appointment and provide details about where and when to meet their guide
- **Email reminder**
  - One day before the checkup begins, a reminder email is sent to all user. The email emphasizes where and when to meet, and what to bring (if applicable).

Engage
- **Arrive at Hospital Location**
  - Using their own means of transportation, the User makes their way to the location at the scheduled time.
- **Meet the Nurse guide**
  - Tour patients meet the guide and other people who have take the same checkup
- **Experience the Checkup**
  - The guide brings the patients around the area, explaining things as they go. Typically this lasts about 3 hours.

Exit
- **Leave the guide**
  - The guide end the checkup and everyone heads their separate ways
- **Prompt for review**
  - One hour after the checkup finishes, an email and in-app notification prompt the patients for a review
- **Writing & submitting review**
  - The user writes a review and gives the predicting CKD app a star-rating out of 5.

Extend
- **checkup appears in the user profile**
  - The completed profile appears with users "past past checkups" and a users profile with a few details of patients
- **Personalized recommendations**
  - users who undergone predicting CKD informs them to meet our doctor for further clarifications.
- **Personalized other CKD related checkups**
  - The user receives an email 14 days after their checkup with personalized recommendations for other checups

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?

Entice
- Whether the app predicts correct information?
- What are the details it will ask for predicting CKD?
- Will it give results within a Single day ?
- The Nurse guide makes first appearance at this point, although the user doesn't interact with them yet.
- CKD detection section of the website, iOS app, or Android app

Enter
- CKD detection section of the website, iOS app, or Android app
- Customer's email (software like Outlook or website like Gmail)
- Payment overlay within the website, iOS app, or Android app

Engage
- The User looks for t guide, often from a distance as they walk closer
- Direct interactions with the guide, and potentially with other members
- Most common objects people interact with on checkup are chairs ,Beds etc.,
- Some patients include interactions with other people or restaurant staff (e.g. on a food court)

Exit
- Often takes place at the same place where the group met the guide, but not always
- To some degree, this is communicating indirectly with the Nurse guide, who will see their review
- Depending on the User and guide, tipping/cash may be involved
- "Leave a review" modal window within the profile on the website, iOS app, or Android app

Extend
- Completed experiences section of the profile on the website, iOS app, or Android app
- Customer's email (software like Outlook or website like Gmail)
- Recommendations span across website, iOS app, or Android app
- If other users interact with this person, they will see these completed checkup also

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

Entice
- Help me to reach this CKD prediction section floor
- Help me have correct results from prediction
- Help me to avoid seeing doctor for the wrong dates, times ,
- Help me to learn what instructions doctor gave

Enter
- Help me understand what this App will do all this
- Help me get through this payment part without too much hassle
- Help me feel confident that my appointment is finalized and tell me what to do next
- Help me make sure I don't forget about my checkup so that I don't waste money or get disappointed

Engage
- Help me feel confident about where to go and which one of these people is my guide
- Help me feel good about my decision to go on this checkup.
- Help me leave the hospital with good feelings and no awkwardness

Exit
- Help me spread the word about a great Prediction app and feedback for one that was not so good

Extend
- 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?

Entice
- It's fun to look at options and imagine doing CKD prediction like some experiences
- Some Test results we are taking are exciting to see
- It's reassuring to read reviews written by old patients

Enter
- Excitement about the checkup ("Here we go!")
- Current payment flow is very bare-bones and simple
- We've heard from several people that the reminder emails were essential, especially if they booked way in advance

Engage
- Our guides tend to be so good that people are reassured when they meet their guide
- People love the hospital staffs treating patients, we have a 98% satisfaction rating

Exit
- People generally leave hospitals feeling refreshed and inspired

Extend
- We think people like these recommendations because they have an extremely high engagement rate

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice
- People sometimes forget to put in their dates & time which leads them to discover problems they can't actually attend
- Several people expressed "information overload" as they browse
- People express a bit of fear taking at this step

Enter
- Trepidation about the Checkup for predicting CKD ("I hope this will be worth it!")

Engage
- People expressed awkwardness about finding their guide in a hospital
- Sometimes people are matched up with nurse guides that they don't really like

Exit
- People are unclear whether a tip is necessary, especially from Affected ones
- Users report feeling review fatigue
- People describe leaving a review as an arduous process

Extend
- We have very low review rates (15% of people review experiences)

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice
- If you don't follow this procedure immediately after your Booking, could we send a follow-up?
- Could we automatically carry over the prediction website from your booking? (e.g. via a cookie)
- Make it easier to compare and predict CKD for experiences without having to click on them

Enter
- Provide a simpler summary to avoid information overload
- Show highlights or common phrases from reviews of old patients

Engage
- How might we make our guides easily identifiable (via a name batch, height &weight for example)

Exit
- How might we make it clear that tipping is appreciated but not necessary?
- How might we totally eliminate this awkward moment?

Extend
- Could we A/B test different language to see what changes response rates?
- How might we progressively disclose the full review so that each step feels more simple?