PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

Date	6 October 2022
Team ID	PNT2022TMID15336
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