

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

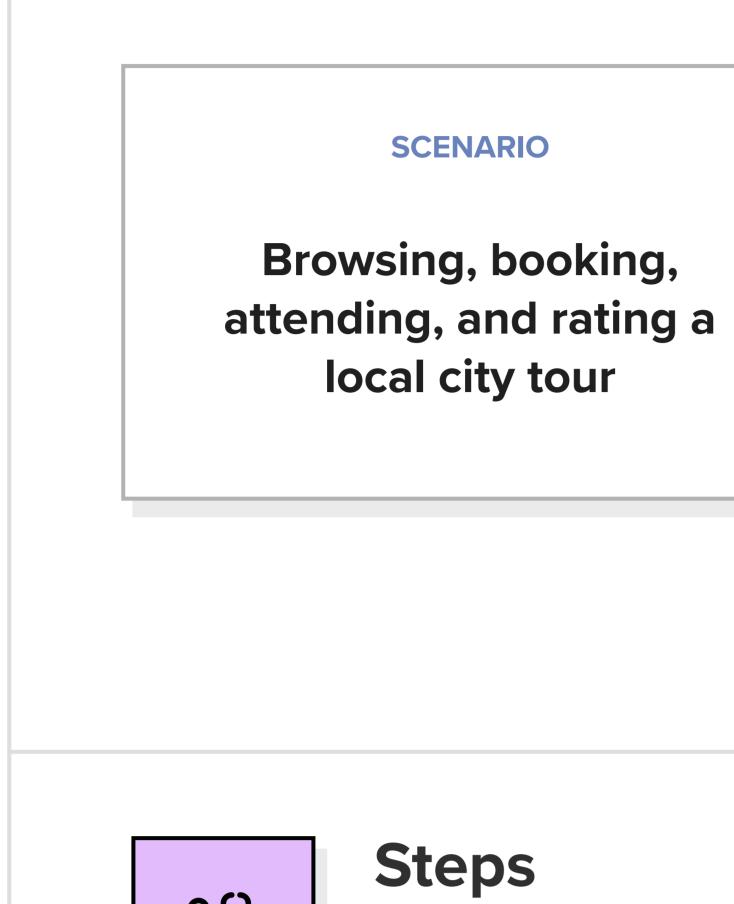


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Document an existing experience

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.





of this process?

initially become aware



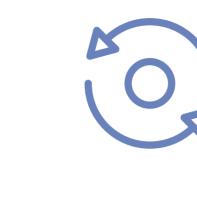
What do people experience as they begin the process?

As people come to know

about the disease , they

intake hygienic foods in

order to protect



Engage

In the core moments in the process, what happens?

Results

give a data that the

persons got affected



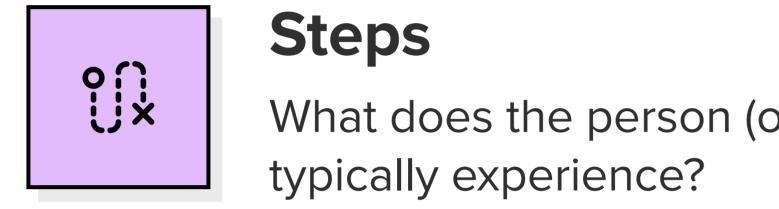
Exit

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?



Steps
What does the person (or group)

Create awareness

By conducting awareness

programs , the people

come to know about the

seriousness of this disease.

Knowledge about the disease

Getting informations

from the patients who

are affected.

Taking tests

People begin to take blood test and urine test to check the presence or absence of albumin.

Problems

The test results may The problems people face during the analysis of this disease is some may already get affected due to CKD and that wasn't predicted earlier.

Cured

Once the people start intaking hygienic food, the result of it will be no affected CKD persons.

Experience

People start spreading the awareness about this disease to their neighbours and make them protect themselves from it.



Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Things: What digital touchpoints or physical objects would they use?

Keeping interaction with neighbours who have knowledge about this.

Contacting doctors and nurses in further steps.

urine test and blood test are taken to predict the disease.

begins , the people come to know about the already affected CKD persons.

symptoms of the

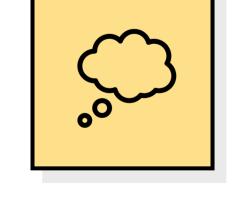
When the process

Also getting information from doctors

The interaction during the process is mad eis the people get information from the relatives, doctors and neighbours.

During exit they share all the interacted information to others in order to provide awareness about CKD.

The interactions that have been made until now will be shared to other people.



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") avoid the spreading of this disease.

The main goal is to

The goal mentioned slowly as the process

from here.

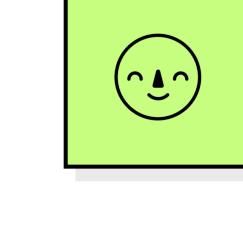
The experience that have been gained throughout the process will be shared to other people also.

Once when the person

check ups.

Once the process is completed the experience that people gain here is spreading all the information about CKD allover.

Once the experience is shared everyone knows about this disease.



Positive moments

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

When the test results are be happy as they are not affected.

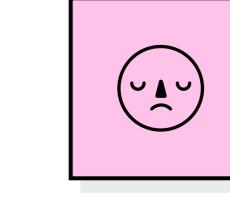
They feel happy as

The fear of people from being affected will be gone

are not affected , they

If the person is not they follow a healthy

The extension of this is they will take regular tests.



Negative moments

What steps does a typical person find frustrating, confusing, angering, The person may feel sad of getting affected due to CKD.

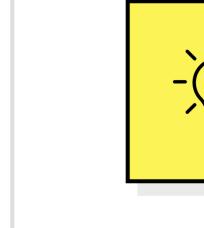
anger or ger fear of not taking care of their health. So the starting process

The core moment here one gets emotionally breakup as they have this disease.

As they have experienced the symptoms of CKD and got cured, they will be

more aware of it.

The extension of this not getting affected another time.



Areas of opportunity

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

of hygienic food.

Others suggest to So that people may conduct a food camp know about what are foods to be taken.

The core moments here id ti implement others's ideas into this process.

The final touch of the process is making everyone to know about the CKD.

The extension is everyone atlast knows how to keep