PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

DATE	15 OCTOBER 2022
TEAM ID	PNT2022TMID04101
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?











































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?



What are the detail it will ask for predicting CKD?

CKD detection section of the website, iOS app, or Android app







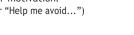
Direct interactions with the guide, and potentially with other members

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...")





Positive moments

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







It features reviews written by old patients











Help me feel good about my decision to go on this checkup.





Help me see what I could be doing next





Negative moments

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



















Areas of opportunity

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























