CUSTOMER JOURNEY MAP

Date	5 October 2022
Team ID	PNT2022TMID17830
Project Name	Deep Learning Fundus Image Analysis for Early Detection of Diabetic Retinopathy

	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?	Due to increase in cases product to the customer has increased / By ads through internet	User friendly / concerned patients monitoring mobility facility	Trustable product for patients' health	self satisfaction of doctor	Infrastructure cost reduction
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?	Colleague doctors recommendations / Self paced monitoring system requested by patients	Images to predict	Whether mild, moderate NPDR or PDR	patients' satisfaction	Level of security
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Help them get better accuracy of the DR patient / Reduce manual work	Correct diagnosis of disease / Suggestion of disease	giving early alert to the patients / patient safety	improvisation by doctors' advice in the software	To help all patients / Cost effective for all
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Easy to use	reduce in time consumption	Monitoring the 'N' of the patients	Patient's recommendation	Dosage functionality
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Uneducated patients	Server reachability	Data monitoring	If patients not satisfied product sale reduces	Change in UI
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Reduce manual work / Novelty of product	Suggest doctor's colleagues / Request a proposal to the government entities	Provide 99% of assurance by patients and other users	Image	Security of the analyzed images / Web functionality changes