

Project Design Phase II

Customer Journey

Date	31 October 2022
Team ID	PNT2022TMID04689
Project Name	AI-based localization and classification of skin disease with erythema
Maximum Marks	4 Marks



## Customer 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.

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### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)



### 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.

<p>SCENARIO</p> <p>Browsing, booking, attending, and rating a local city tour</p>	<p>Entice</p> <p>How does someone initially become aware of this process?</p>
<p>Steps</p> <p>What does the person (or group) typically experience?</p>	<p>Searching through the internet</p> <p>Getting suggestions</p> <p>Symptoms</p> <p>Most people that search through the internet for solutions</p> <p>Getting suggestions from friends, family and social media</p> <p>Their body will react to the disease and the symptoms arise.</p>
<p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	<p>People know our website based on their experience as told by the user</p> <p>Interacting via internet</p> <p>People use devices and they know what channel they have</p>
<p>Goals &amp; motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>The Goal is to provide better way for the people in search of good website about skin diseases</p> <p>The people's goal is to find a better site for their questions about skin problems</p>
<p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>apply pre-work cream before starting a work period</p> <p>apply conditioning cream after washing a hands</p>
<p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Schedule is there right to confusion of direction</p> <p>They may put many suggestions from many websites and people</p>
<p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Registration form</p>

**TIP**  
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.



