## PROJECT DESIGN PHASE- II

## **CUSTOMER JOURNEY MAP**

DATE	18 OCTOBER 2022
TEAM ID	PNT2022TMID06735
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?



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?









































"Leave a review" moda window within the profile on the website, iOS app, or Android app











#### 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?

Whether the app predicts correct information?

What are the details it will ask for predicting CKD?

Will it give results within a Single day ?

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

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

Payment overlay within the website, iOS app, or Android app

Direct interactions with the guide, and potentially with other members Some patients include interactions with other people or restaurant staff (e.g. on a food

Often takes place at the same place where the group met the guide, but not always

Depending on the User and guide, tipping/cash may be involved

Customer's email (software like Outlook or website like Gmail)

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...")



Customer's email (software like Outlook or website like Gmail)

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

Completed experiences section of the profile on the website, iOS app, or Android app

Help me see what I could be doing next



#### Positive moments

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



Some Test results we are taking are exciting to see

It's reassuring to read reviews written by old patients

Excitement about the checkup ("Here we go!")

Current payment flow is very bare-bones and simple

People love the hospital staffs treating patients, we have a 98% satisfaction rating

People generally leave hospitals feeling refreshed and inspired



#### **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?























