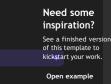# Customer experience journey map

This framework is used to get a better understanding about the customer needs, motivations, and obstacles by the illustration of 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.

Deep Learning Fundus Image Analysis for Early Detection of Diabetic Retinopathy

TEAM MATES

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SCENARIO Prognosis of Diabetic Retinopathy	Entice In what way does someone become aware of this process initially?	Enter What will the people experience once the process gets started?	Engage What happen during the core moments of the process?	Exit Once the process is finished, what does the people feel about it?	Extend After the experience is over, what will happen?
Steps What does the person (or group) typically experience?	Public places can be equipped with free checkup; Difficulty in color perception; DR treatment Tests could be done; Existing users feedback can be collected	The Output will be the prediction result; After the result is being known in a quick process, people might get relieved	People might engage to work with the application which is user friendly	As it is more user friendly and time efficient, users will get fast and efficient results	Users might be eager to interact with business partners to implement model
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?	Person Interaction: The patients who have already undergone this DR treatment can help the users with their knowledge in the disease and share their experience; Interaction in place: hospital or medical center may be required to discuss about it; Interaction with things: Eye retina images are used as digital images	The output will be the prediction result; Interaction with a person: Discussion with patients about the Retinopathy diagnosis	The ailments is being classified by the device	The treatment for could be recommended by the patients to others.	Expand the products with other business partners could be initiated.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	This product HELPS ME in the reduction of the checkup cost and time; This product HELPS ME AVOID the risk of loss of vision	This product HELPS ME to reduce checkup cost and reduce time	Uploading data should be easy, data handling should also be efficient	Maintenance of privacy and data leakage should be avoided.	Helps to extend the project in a larger scale and improve business
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	New ideas are being explored and curing people gives us peace and satisfaction	If it's Retinopathy, it will be identified in early stages	The process saves time and user feels relaxed	Detect other diseases as well which will lead to faster diagnosis	It gives quick, accurate results which is very useful for patients
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Some people might fear about the after effects of treatment	Sharing their medical data might be discomfortable to some people	Uneducated people may face some issues in using the user interface	User business might get affected due to mistakes	If the model prediction didn't match the doctor's results it leads to confusion
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	A proper awareness should be given to people about the treatment; Use digital marketing and advertisements to make people more aware	Explaining the process procedure to the people	User tools guide user for navigation	Emails or SMS are being sent to patients and doctors about the results	Increased user traffic can be handled by a more stable server