PROJECT DESIGN PHASE- II

CUSTOMER JOURNEY MAP

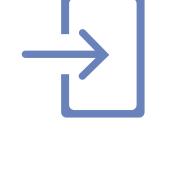
DATE	05 OCTOBER 2022
TEAM ID	PNT2022TMID15566
PROJECT NAME	EARLY DETECTION OF CHRONIC KIDNEY DISEASE USING MACHINE LEARNING
MAXIMUM MARKS	2 MARKS

Chronic Kidney Disease Patient

Installing, Accessing & **Detecting the CKD using**



How does someone initially become aware of this process?



What do people experience as they begin the process?



Arrive at Hospital

Location

the location at the

scheduled time.

In the core moments in the process, what happens?



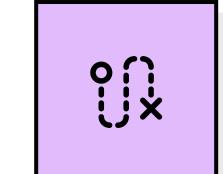
Exit

What do people typically experience as the process finishes?



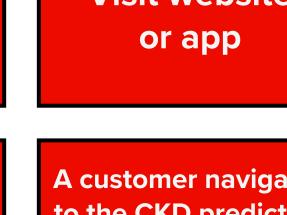
Extend

What happens after the experience is over?



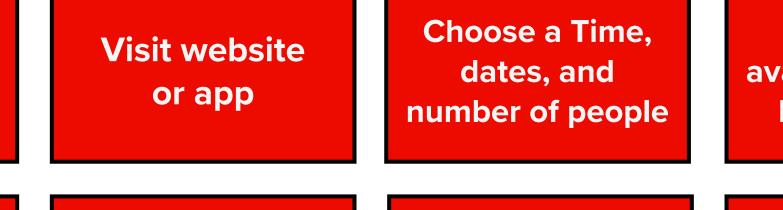
typically experience?

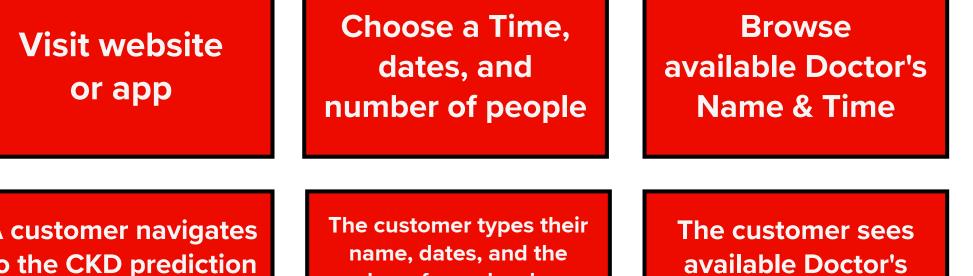


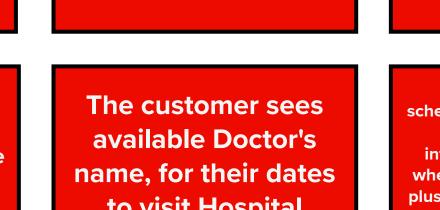


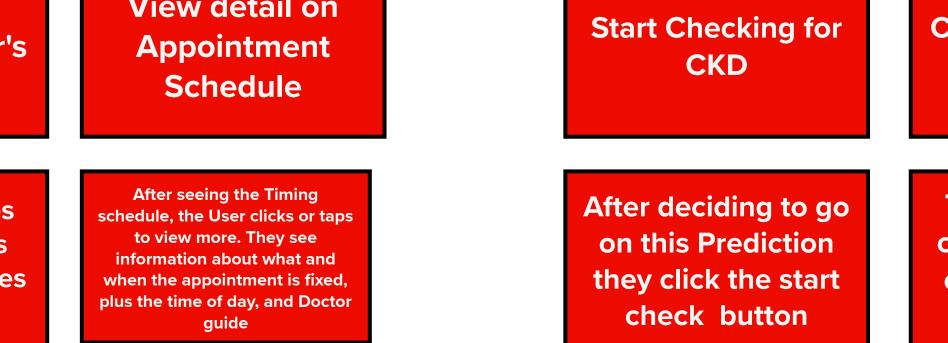
What are the detai

website or app

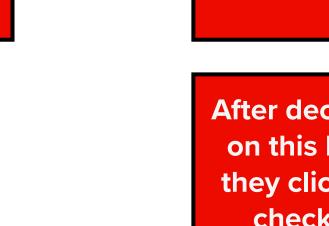








View detail on

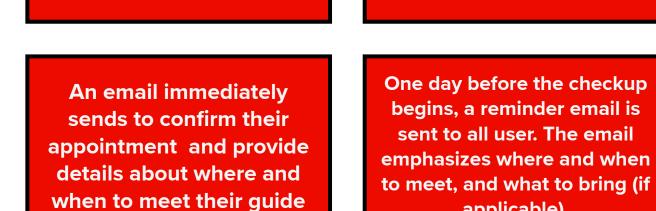




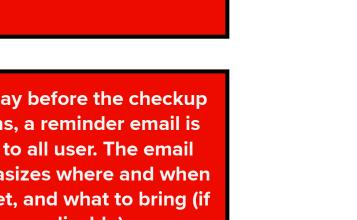


Complete payment Confirm payment

information & book for checkup



confirmation



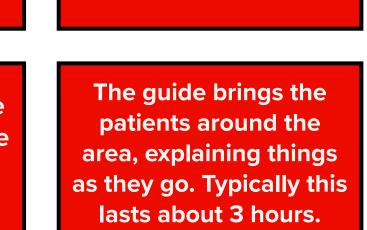
Email

reminder



Meet the Nurse

guide



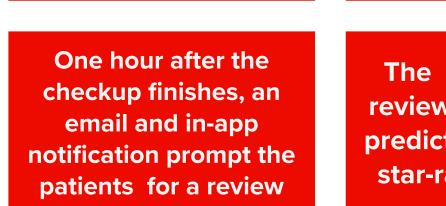
Experience

the Checkup





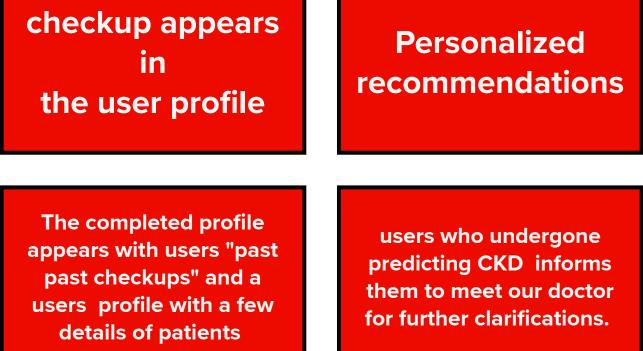
Leave the



Prompt for review

communicating indirectly with the Nurse guide, who will see their review

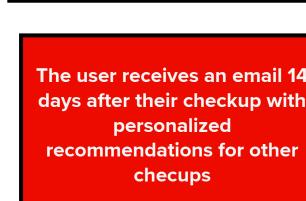




for further clarifications.





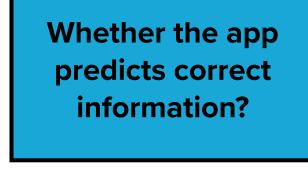




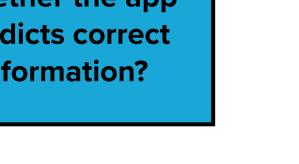
Interactions

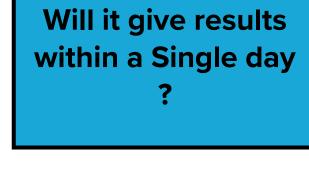
What interactions do they have at each step along the way?

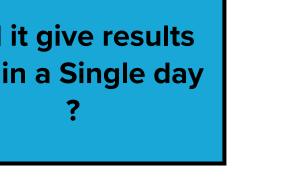
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

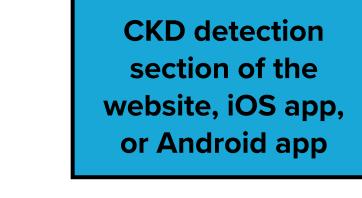


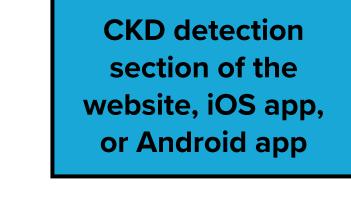
visiting nearest

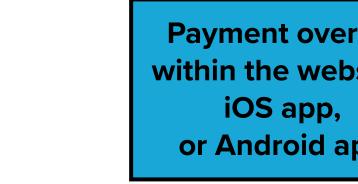


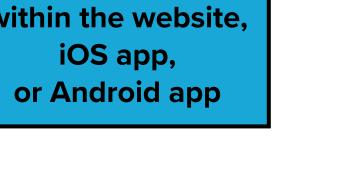


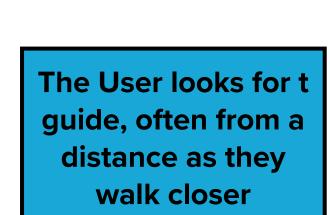


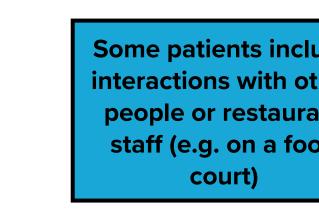






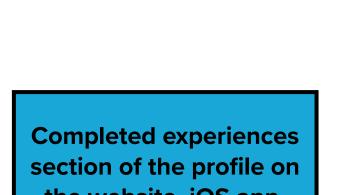


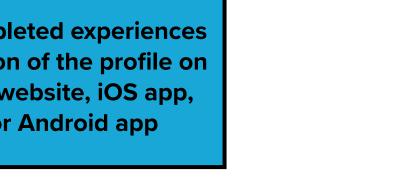


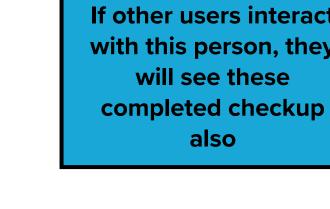


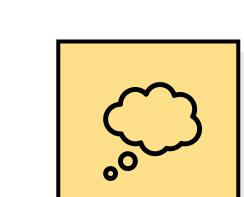












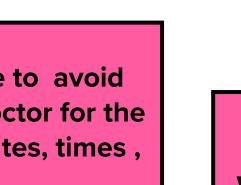
Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



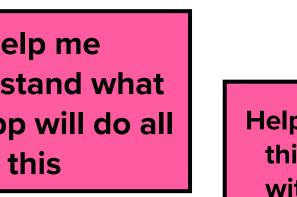






point, although the

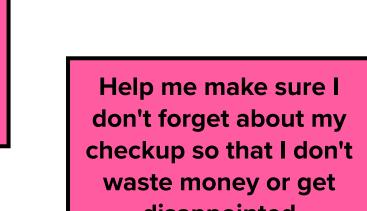


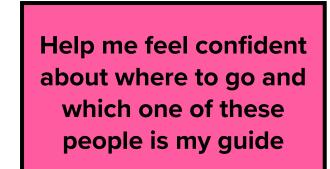




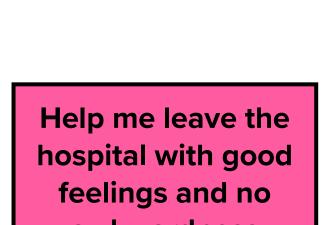
(software like Outlook or websi like Gmail)





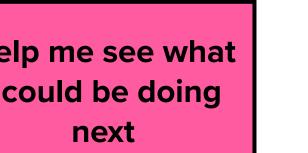


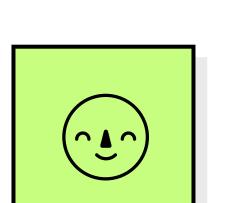






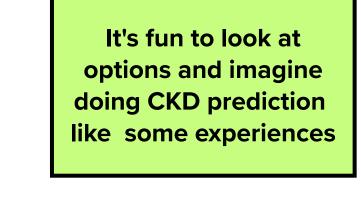


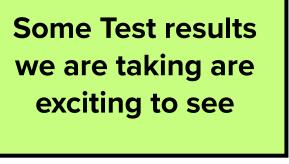


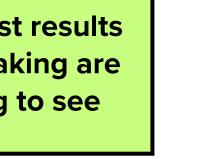


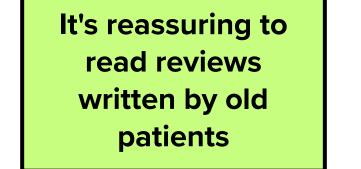
Positive moments

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

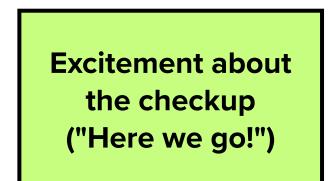


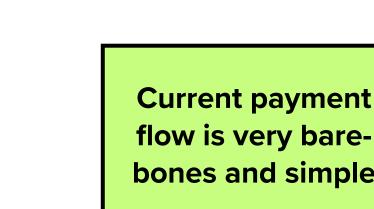




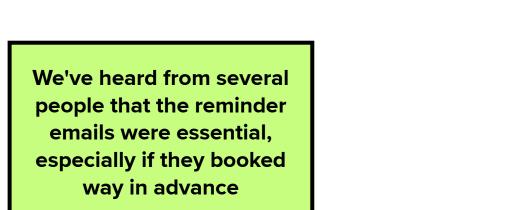


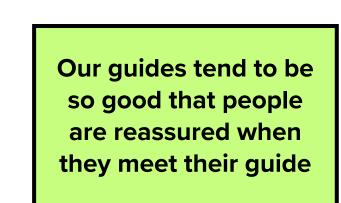
doctor gave







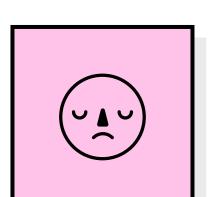






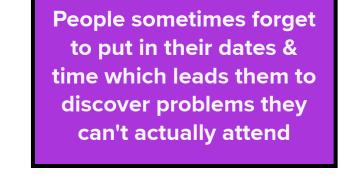




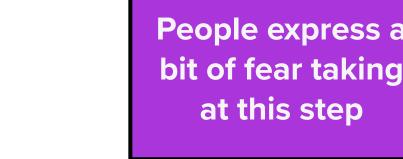


Negative moments

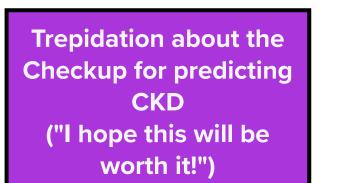
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

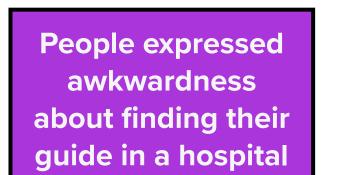


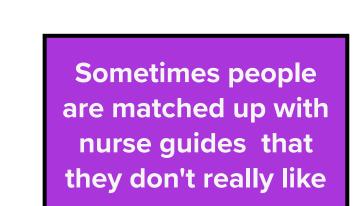


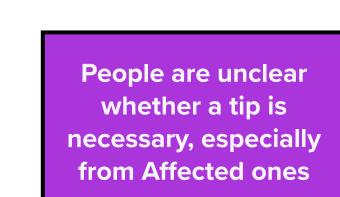


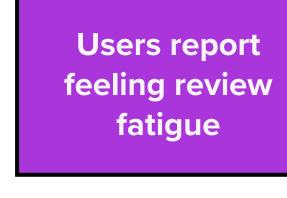


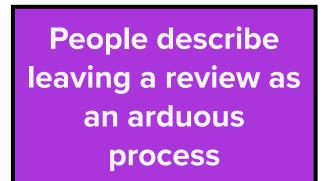
















Areas of opportunity

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



