PROJECT DESIGN PHASE- II

CUSTOMER JOURNEY MAP

DATE	05 OCTOBER 2022
TEAM ID	PNT2002TMID45654
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?



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?

















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



Will it give results within a Single day ?

What are the details it will ask for predicting CKD?

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

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

The User looks for t guide, often from a distance as they walk closer

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 court)

To some degree, this is communicating indirectly with the Nurse guide, who will see their review

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

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...")



lelp me see what I could be doing next



Positive moments

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

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



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?

























