

## **PROJECT DESIGN PHASE-II**

### **CUSTOMER JOURNEY MAP**

Date	15 October 2022
Team ID	PNT2022TMID28464
Project Name	Detecting Parkinson's Disease Using Machine Learning
Maximum Marks	4 Marks

### **CUSTOMER JOURNEY MAP:**

A customer journey map is a visual representation of the customer journey (also called the buyer journey or user journey). It helps you tell the story of your customers' experiences with your brand across all touchpoints. Whether your customers interact with you via social media, email, livechat or other channels, mapping the customer journey out visually helps ensure no customer slips through cracks.

This process also helps B2B business leaders gain insights into common customer pain points which in turn will allow them to better optimise and personalise the customer experience.

# CUSTOMER JOURNEY MAP

Phase Of journey	 <b>Registration</b> What do people experience as they begin the process?	 <b>Entry</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?
 <b>Actions</b> What does the customer do?	<div>Google Account</div> <div>Account Verification</div> <div>Start Tour</div> <div>Connect with the doctor account for further process</div> <div>Verification of account to given Google Account</div> <div>Start tour for the app and procedures to go on with</div>	<div>Home Page</div> <div>Menus</div> <div>Home page is the place where user wants to navigate or open inside the app</div> <div>Features available inside the app</div>	<div>Camera Permission</div> <div>Photo Capture</div> <div>Image Processing</div> <div>Training the process</div> <div>Camera permission is given on to take image</div> <div>Photos will be captured</div> <div>Images processed for training</div> <div>Training is used for detecting the disease</div>	<div>Result</div> <div>Review</div> <div>Leave</div> <div>Results will be published</div> <div>Users review the app</div> <div>Close the app</div>
 <b>Touchpoint</b> What part of the service do they interact? <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>	<div>No cost registration for the account</div> <div>Helpful to navigate through pages</div>	<div>Register introduction app from Google Account for verification</div> <div>To navigate from one page to another page</div>	<div>Camera is used for taking the images and used for processing</div> <div>Photo Capture will be saved for image processing and for future use</div> <div>Image will be processed and ready for the training</div> <div>Training the images to detect whether the user has the disease or not</div>	<div>Disease exist consult the doctor</div> <div>Rate us 1 to 5</div> <div>Disease not existed</div>
 <b>Goals &amp; motivations</b> What is the customer thinking?	<div>To provide free disease detecting service</div> <div>Easily navigate through the pages of the app</div>	<div>Whether I have disease or not</div>	<div>For picture purpose</div> <div>For image processing purpose</div> <div>For training purpose</div> <div>For predicting whether the patient is diagnosed with the disease or not</div>	<div>To predict whether the patient is affected with Parkinson disease</div> <div>User review is useful for app improvement</div>
 <b>Customer Feelings</b> What is the customer feeling?				
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>OTP can also be added for further security process</div>	<div>Advice</div> <div>Help</div>	<div>Parkinson disease will help users to image processing and training for the diagnosis</div>	<div>Patient diagnosed with disease having all consultation to a specialist</div>