Project Design Phase-II
Customer Journey

Date	18 October 2022
Team ID	PNT2022TMID21077
Project Name	Early Detection of Chronic Kidney Disease using Machine Learning
Maximum Marks	2

Customer Journey:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and first Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Visit nearest lab	New user must register / Existing user must login / Always login to enter the necessary details	Input the test data's properly / Enter data / Click predict button store the result / Get to know about disease result	Invite other's / Take less time to identify the diagnosis / Cost efficiency
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Clear lab test required with high accurate / Avoid lying while taking lab test or treatment	Need proper data / Need proper Login/ Register / Need accurate data to get a high accuracy prediction	User know operating & website / Rad the instruction properly / Before onboarding user must bring with test results / Avoid entering false data's	Knowledge on web application / Supporting / Accuracy rate
Touchpoint What part of the service do they interact with?	Early detection of kidney disease	security / User friendly / Easy Process	Support / Minimum time / Minimum cost efficiency / Easy interaction	Easy detection of CKD / Quick result / Easy access of web application
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😠	😐	😊	😄