PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

DATE	05 OCTOBER 2022
TEAM ID	PNT2022TMID41596
PROJECT NAME	EARLY DETECTION OF CHRONIC KIDNEY DISEASE USING MACHINE LEARNING

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?



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 use?

Whether the app predicts correct information?

What are the details it will ask for predicting CKD?

Will it give results within a Single day ?

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

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

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

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

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

Depending on the User and guide, tipping/cash may be involved

Completed experiences section of the profile on the website, iOS app, or Android app

Recommendations span across website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)



Goals & motivations

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



The Nurse guide makes first appearance at this point, although the user doesn't interact with them yet.

Help me feel confident about where to go and which one of these people is my guide

Help me feel good about my decision to go on this checkup.

Help me leave the hospital with good feelings and no awkwardness

Help me see what

Help me see what I could be doing



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

People generally leave hospitals feeling refreshed

We think people like these recommendations because they have an extremely high engagement rate



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?





















