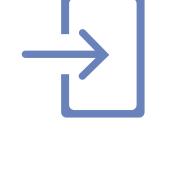
Chronic Kidney Disease Patient

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



How does someone initially become aware of this process?



Start Checking for CKD

What do people experience as they begin the process?



In the core moments in the process, what happens?



Exit

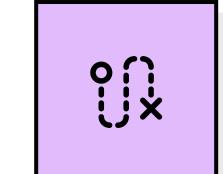
Leave the

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?

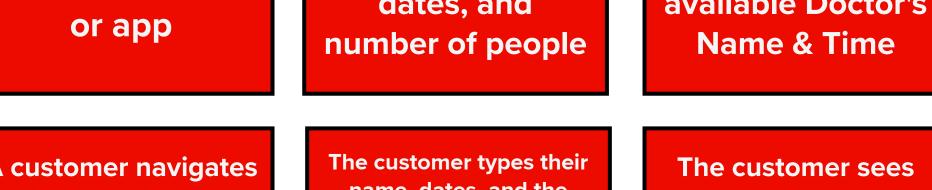


typically experience?

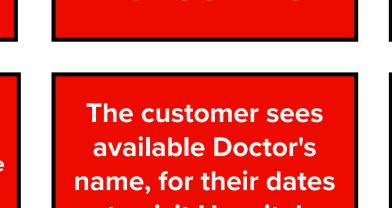




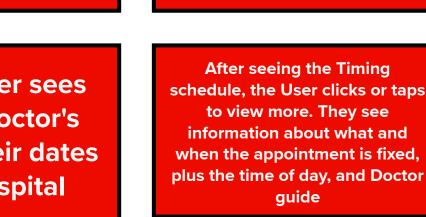
website or app

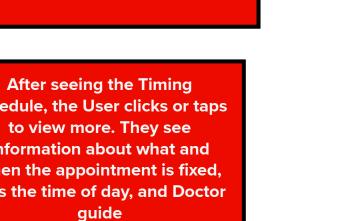




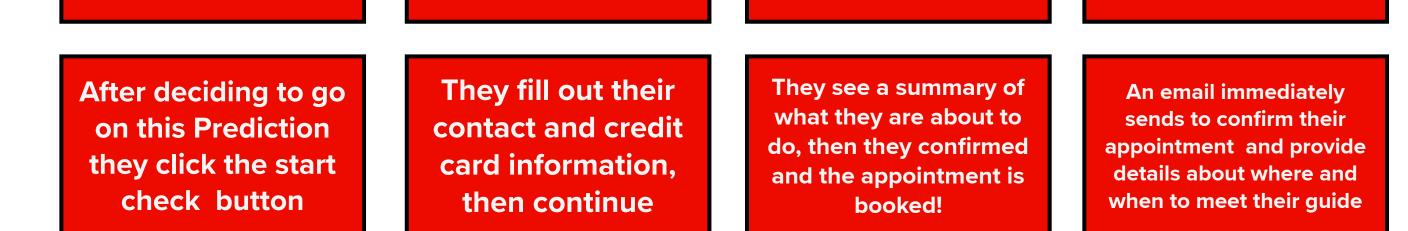


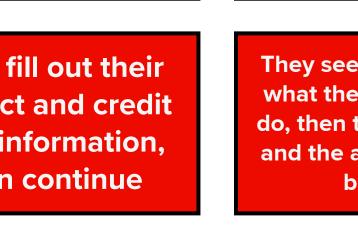






View detail on





(software like Outlook or websi like Gmail)

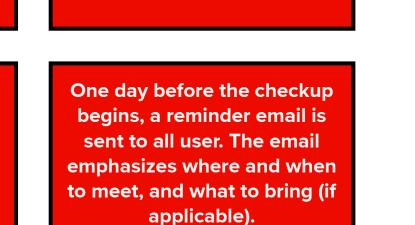
Complete payment Confirm payment

information & book for checkup



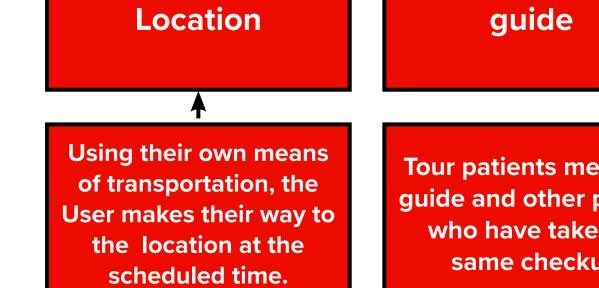


confirmation



Email

reminder



Arrive at Hospital

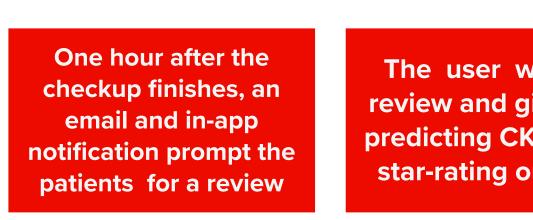


Experience

Meet the Nurse

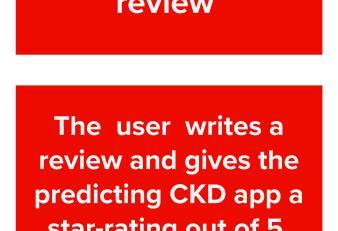


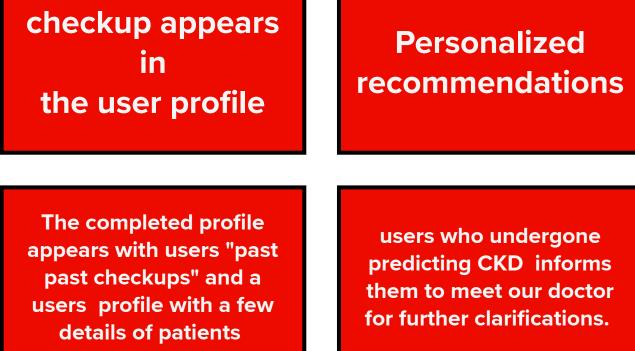




Prompt for review

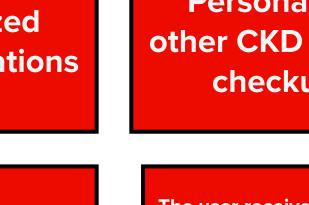
communicating indirectly with the Nurse guide, who will see their review





predicting CKD informs

for further clarifications.





days after their checkup with

personalized recommendations for other

checups

If other users interact

with this person, they

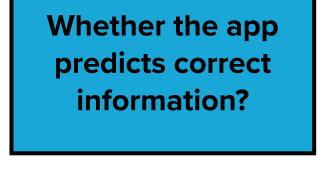
will see these



Interactions

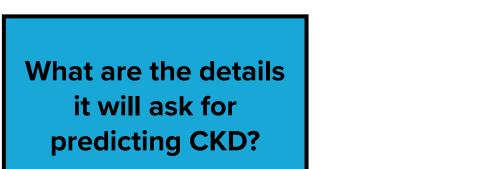
What interactions do they have at each step along the way?

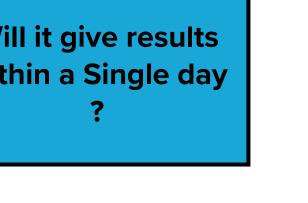
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

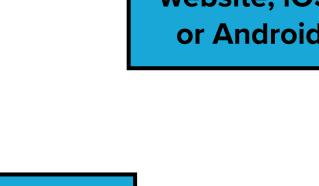


Most Users to find whether they are affected by CKD by

visiting nearest

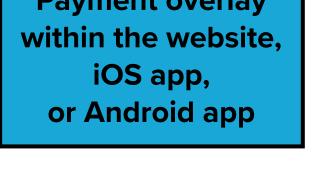


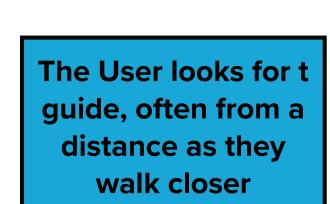


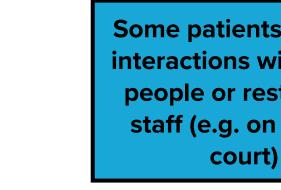


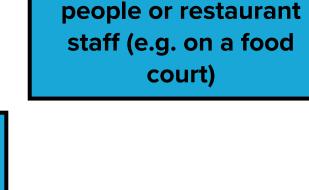


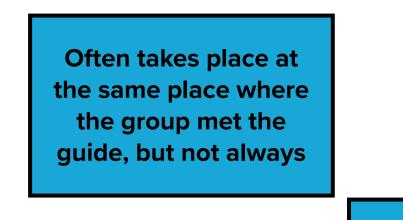


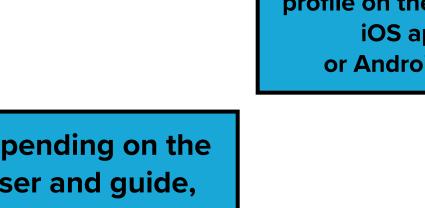


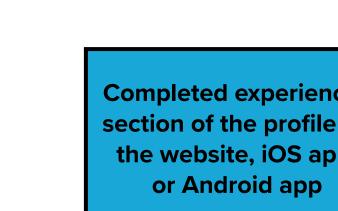


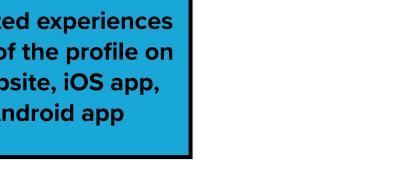
















Goals & motivations

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





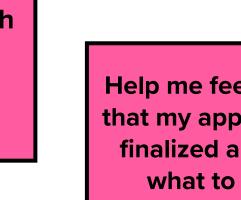




point, although the



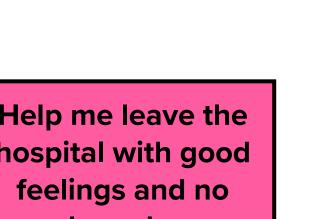


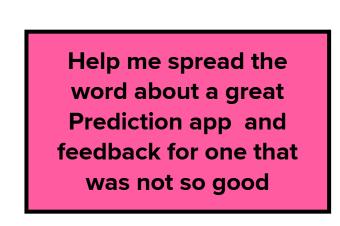


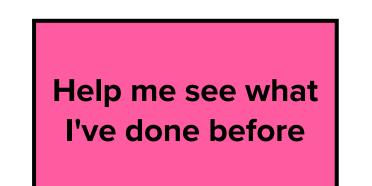


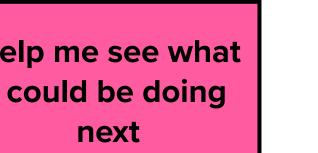


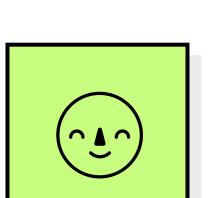






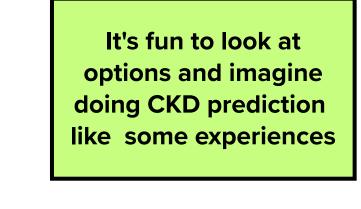


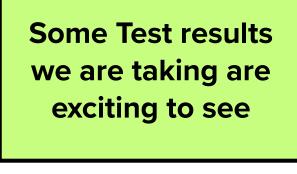




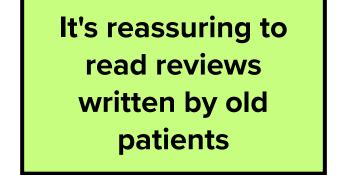
Positive moments

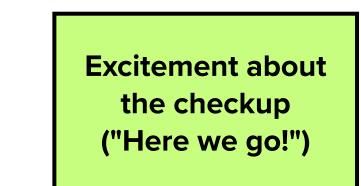
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

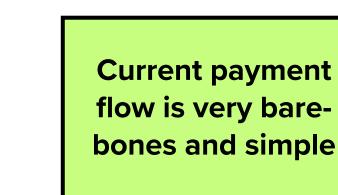


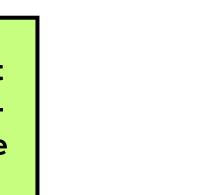


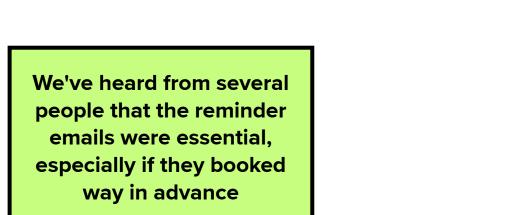


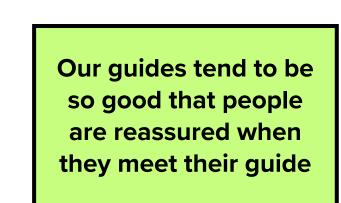




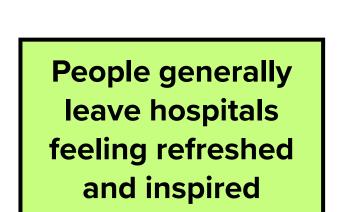




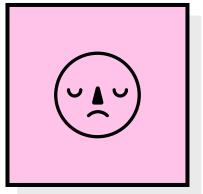






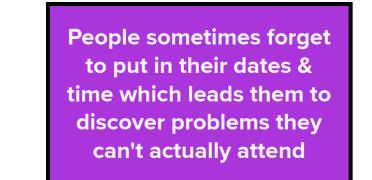


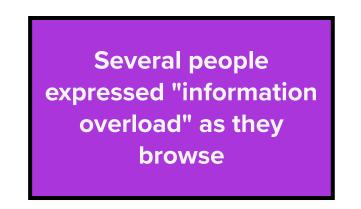


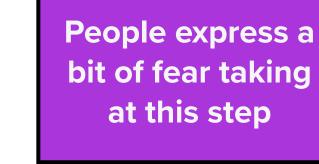


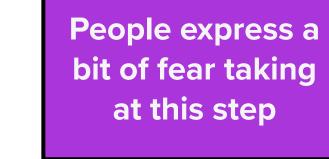
Negative moments

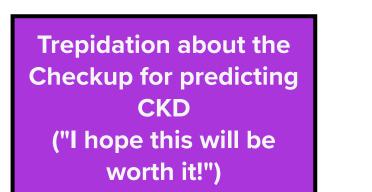
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

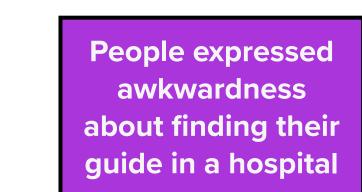


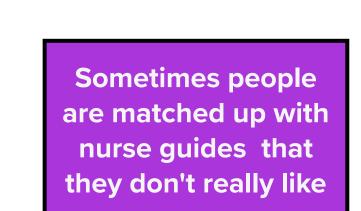


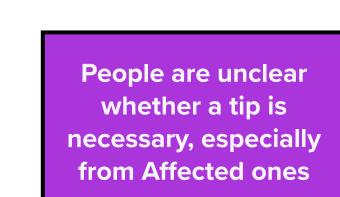


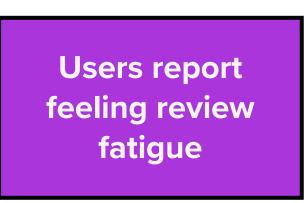


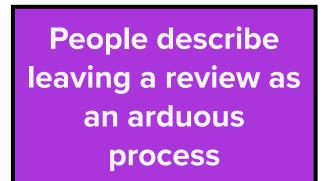
















Areas of opportunity

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



