PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

| DATE | 05 OCTOBER 2022 |
|---------------|--|
| TEAM ID | PNT2022TMID13997 |
| 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 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 ?

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

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

Most common objects people interact with on checkup are chairs ,Beds etc.,

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

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

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

Recommendations span across website, iOS app, or Android app

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?



Some Test results we are taking are exciting to see



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?























