Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

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AI BASED LOCALIZATION AND CLASSIFICATION OF SKIN DISEASE WITH ERYTHEMA

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SCENARIO

Browsing, booking, attending, and rating a local city tour

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?

	Entice	Enter	Engage	Exit	Extend
	Symptoms — Dry skin, Peeling skin, Rashes, possibly with itchiness or pain.	Information about you — From your phone or computer, upload 3 photos of your skin condition and answer your few questions	Upload your photo — From your phone or computer, upload 3 photos of your skin condition	About — They will get to know about the type of skin disease	Dermatologist — If the skin disease is very series means the should meet the dermatologist.
	Getting suggestion — Getting suggestion form friends, family and colleagues'	Screening — It helps you screen skin symptoms	Ask Questions — answer a few questions about your skin condition	Causes — the causes for that particular skin disease	Cure — the dermatologist will cure the skin disease
	Searching on websites — Searching via net resources	Answer your question — It will help to get personalized answers to your skin condition question.	Get information — using what it has learned from millions of skin-related images, Dermtex then looks for signs of various skin conditions in your uploaded photos and provides you with relevant information.	Treatments — They will come to know about correct treatment method.	Relief — They will be get relief from that problem.

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?

	Entice	Enter	Engage	Exit	Extend
	By their friends, family and colleagues	Find the apps in app store.	The pictures where uploaded by myself.	Consulting a person who have better knowledge about it.	Consulting a best dermatologist
	with the help of internet.	Description in the review.	Uploading pictures by any computer or phone.	Getting Similar photos and detecting correct type of skin disease	Continuous monitoring.

Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

	Entice	Enter	Engage	Exit	Extend
	Want to find information quickly.	Discription should be clear.	Understand the benefits of using this.	Information's to be accurate.	To get a better solution.
	It should be really useful.	Reviews to be possitive.	Quick access to information.	the data is identified and captured correctly.	

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

	Entice	Enter	Engage	Exit	Extend
	Detection of skin disease has several advantages over treatment	Reducing the size and extent of surgical removal	Reduce late-stage patients experience from systemic therapies.	They feel Relief.	They will feel protective.
	Early detection reduces disfigurement	Reduces side effects	They will get motivation the dermatologist.	They will get early treatments.	They will feel delightful after cured.

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

	Entice	Enter	Engage	Exit	Extend
	They will get confused before knowing the disease.	He will be getting anger if not get a correct solution	They get worried about accurate detection.	If the result is not accurate it could lead to a misdiagnosis	can't predict low or high risk.
	They will get many suggestions from many people.	Many people not have faith on apps detection	Their will be a l fear of the detection using apps.	If the result is not accurate means delay in diagnosing skin cancer.	

Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?

	Entice	Enter	Engage	Exit	Extend
	Simple Registration form.	Skin database with verified images and easily accessible care information.	Is that telling the type of skin disease and the stage of disease?	When identifying a disease by the photo or video it offers the most obvious variant of disease.	Reminder for taking medicines
	Fast and convenient training system to tell you how to use all the functionality.	Identifier of a skin disease by photo.			
		Accessible sections with reminder.			