



## 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



STEPS: What does the person typically experienced?	ENTICE: How does someone initially became 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 the people typically experience finally?
<b>Interactions</b> What interactions do they have at each step along the way?  <b>People:</b> Who do they see or talk to?  <b>Places:</b> Where are they?  <b>Things:</b> What digital touchpoints or physical objects would they use?	<div>In online mode we will do digital marketing using advertisement</div> <div>We will reach the hospital directly to ask the difficulties faced by the doctors, while treating the diabetic patient</div>	<div>Customer will learn the applications and how to use them</div>	<div>Detecting the stage of diabetic retinopathy using fundus photograph images</div>	<div>Productivity will be higher identification of the problem will be complicated.</div>
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation?	<div>At the starting the patient will be worried about the process and they will think whether it will be effective</div>	<div>The patient will get to handle the app through the person who has the knowledge about that application</div>	<div>They will develop some sort of trust towards the application and will be eager to learn more about the application</div>	<div>They will be able to use the app with our technical assistance.</div>
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>The primary goal is to lower the productivity loss and to make the process easier</div>	<div>Initially the scanning of the retina can be seen and provides more hope to use the application</div>	<div>They will compare the improvement of the diabetic patient</div>	<div>They will be satisfied with the outcome.</div>
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>At first there will be excited to see on how the technology works</div>	<div>They will be aware of many new technology for scanning retina</div>	<div>Positively they will learn the app technology</div>	<div>Their will be hard learning process.</div>
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>At first they will find the app costly and will have trust issues</div>	<div>Once if they trust and have enough budget they will buy the app and the learning process is quite challenging</div>	<div>This can be used to cure the diabetics in the patient</div>	

