Template

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.

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Detecting Parkinson's Disease Using Machine Learning
TEAM ID: PNT2022TMID03453

SCENARIO

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

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Online Advertisements / Awareness Campaigns / Social Media Browsing/ Word of Mouth/ Personal Research Doubt / Hesitation Others experience	Register/ Login User enters basic details and is focused. Meticulous	Upload hand-drawn image to the application Analyse / Download the result provided by the application Go through suggested treatment strategies Over-Whelmed Stressed/Frustrated	Have clear understanding about the nature of the disease Have basic idea about the treatment strategies Have a prediction of the condition	Visits the doctor and discusses about the result Provides feedback online Shares his experience on public websites such as quora
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?	React to social media post/ Comments Use public interaction websites such as Quora. Ask friend and relatives if they have used the website.	Enter the user information through the use of forms Have someone with basic computer skills to fill the details	Interact with the application and fill in the details View sample submissions to better understand the requirement Request someone to foresee the correctness of submission	Interacts with friends about the usability of the website Satisfied nature	User talks about the application with friends and relatives Spread the word about the usability of the application Discuss the results with the doctor
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	To look for an application that eliminates the physical barriers and makes detection simple. Check for all of the existing methods for the detection and perform a comparison	Know about the prerequisites	To understand about the disease. To know about the available treatement strategies	Move for higher council	A better understanding about existing condition before visiting the doctor Decide on the treatment options Elimination of Confirmation Bias
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Finding that an online application can help in proper prediction of the disease.		Download report for further analysis	Accurate prediction of the condition Guidance about the treatement procedure	Exploration of multiple treatement operations. Easy access and availability of the application.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		Very little prior experience/ understanding about the usage of technology		Prediction of the condition deviates from the symptoms observed	Advice from others to not to trust such applications Inability to render suggestions about the treatment options.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	The self-intuitive nature that enables almost everyone to use the application It should understand the user problems. The user-friendliness of the application that encourages further interaction.	Easy to use model of the application	Data processing at regular intervals Lightweightness of the model that enables easy hosting Simplistic nature	Focus on the security perspective of the user. Use the data uploaded by the users for future purpose of prediction enhancement	Application can get feedback from the user Application can send mail regarding the treatement options.