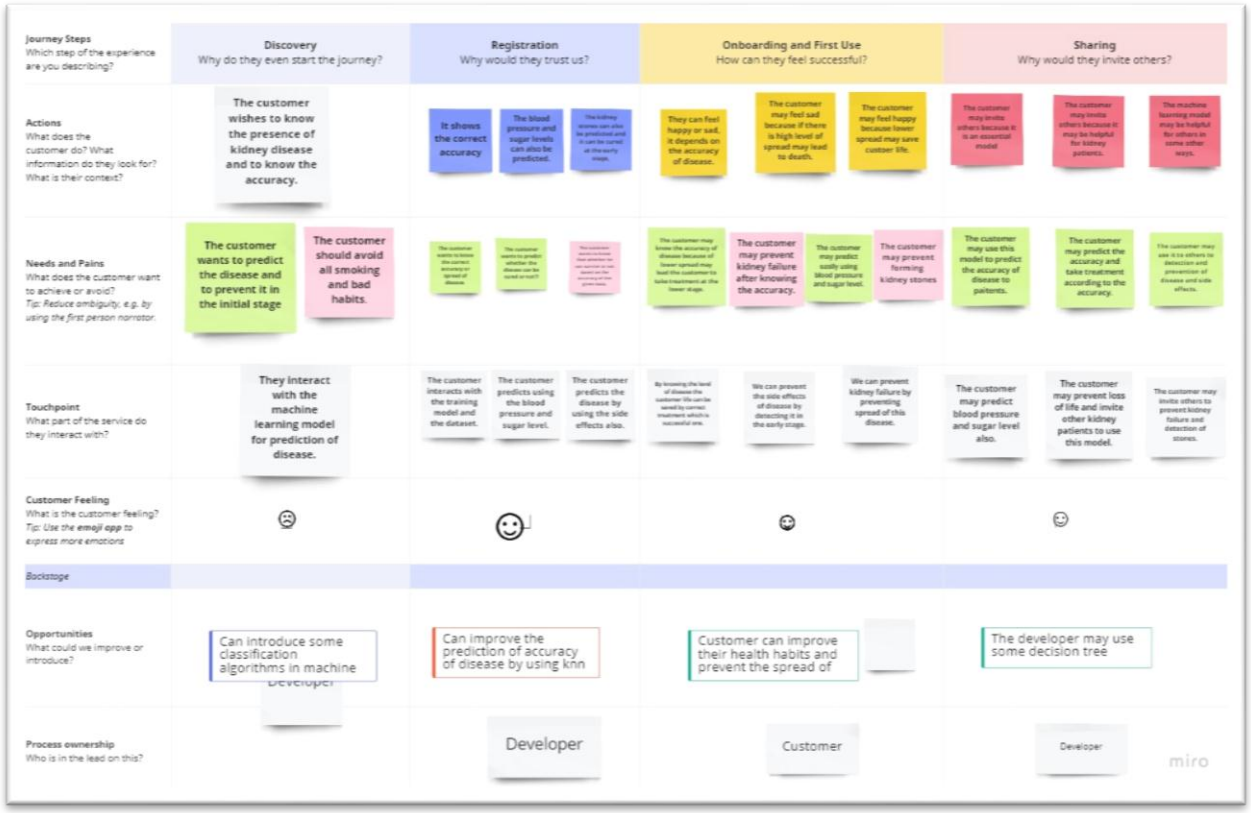
PROJECT DESIGN PHASE II

CUSTOMER JOURNEY MAP

Date	15/10/2022
Team Id	PNT2022TMID39435
Project Name	Project-Chronic Kidney Disease Analysis using machine learning.


Journey Steps
Which step of the experience are you describing?
Discovery
Why do they even start the journey?
Registration
Why would they trust us?
Onboarding and First Use
How can they feel successful?
Sharing
Why would they invite others?
Actions
What does the customer do? What information do they look for? What is their context?
The customer wishes to know the presence of kidney disease and to know the accuracy.
It shows the correct accuracy
The blood pressure and sugar levels can also be predicted.
They can feel happy or sad, it depends on the accuracy of disease.
The customer may feel sad because if there is high level of spread may lead to death.
The customer may feel happy because lower spread may save custoer life.
Needs and Pains
What does the customer want to achieve or avoid?
Tip: Reduce ambiguity, e.g. by using the first person narrator.
The customer wants to predict the disease and to prevent it in the initial stage
The customer should avoid all smoking and bad habits.
The customer may prevent kidney failure after knowing the accuracy.
The customer may predict easily using blood pressure and sugar level.
The customer may prevent forming kidney stones
The customer may use this model to predict the accuracy of disease to patients.
The customer may predict the accuracy and take treatment according to the accuracy.
Touchpoint
What part of the service do they interact with?
They interact with the machine learning model for prediction of disease.
The customer interacts with the training model and the dataset.
The customer predicts using the blood pressure and sugar level.
The customer predicts the disease by using the side effects also.
We can prevent the side effects of disease by detecting it in the early stage.
We can prevent kidney failure by preventing spread of this disease.
The customer may predict blood pressure and sugar level also.
The customer may prevent loss of life and invite other kidney patients to use this model.
Customer Feeling
What is the customer feeling?
Tip: Use the emoji app to express more emotions
Backstage
Opportunities
What could we improve or introduce?
Can introduce some classification algorithms in machine
Can improve the prediction of accuracy of disease by using knn
Customer can improve their health habits and prevent the spread of
The developer may use some decision tree
Process ownership
Who is in the lead on this?
Developer
Customer
Developer
miro

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

- Prediction of accuracy of chronic kidney disease.
- Prediction of blood pressure and sugar
- Prediction of side effects of disease.

What can they finally avoid doing?

- The customer avoids having bad habits.
- The customer avoids waiting for results instead they use this machine learning model.
- Avoids wasting time in hospitals and avoids losing life.

What changed in my environment?

- Customer feedback
- Machine learning environment
- Usage of algorithms and datasets.