



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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





 **Product School**

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Detecting Parkinson's Disease Using Machine Learning

TEAM ID: PNT2022TMID26216

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	<p>How does someone initially become aware of this process?</p>	<p>What do people experience as they begin the process?</p>	<p>In the core moments in the process, what happens?</p>	<p>What do people typically experience as the process finishes?</p>	<p>What happens after the experience is over?</p>
<p> Steps</p> <p>What does the person (or group) typically experience?</p>	<p>Online Advertisements / Awareness, Campaigns / Social Media</p> <p>Browsing/ Word of Mouth/ Personal Research</p> <p>Doubt / Hesitation</p> <p>Others experience</p>	<p>Register/ Login</p> <p>User enters basic details and is focused.</p> <p>Meticulous</p>	<p>Upload hand-drawn image to the application</p> <p>Analyse / Download the result provided by the application</p> <p>Go through suggested treatment strategies</p> <p>Over-Whelmed</p> <p>Stressed/Frustrated</p>	<p>Have clear understanding about the nature of the disease</p> <p>Have basic idea about the treatment strategies</p> <p>Have a prediction of the condition</p>	<p>Visits the doctor and discusses about the result</p> <p>Provides feedback online</p> <p>Shares his experience on public websites such as quora</p>
<p> Interactions</p> <p>What interactions do they have at each step along the way?</p> <p>■ People: Who do they see or talk to?</p> <p>■ Places: Where are they?</p> <p>■ Things: What digital touchpoints or physical objects would they use?</p>	<p>React to social media post/ Comments</p> <p>Use public interaction websites such as Quora.</p> <p>Ask friend and relatives if they have used the website.</p> <p>Discuss the authenticity, advantages and disadvantages of the app with pre registered users.</p> <p>Approach an Online Community for help</p>	<p>Enter the user information through the use of forms</p> <p>Have someone with basic computer skills to fill the details</p>	<p>Interact with the application and fill in the details</p> <p>Request someone to foresee the correctness of submission</p> <p>View sample submissions to better understand the requirement</p>	<p>Interacts with friends about the usability of the website</p> <p>Satisfied nature</p>	<p>User talks about the application with friends and relatives</p> <p>Spread the word about the usability of the application</p> <p>Discuss the results with the doctor</p>
<p> Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>To predict the condition through easy means</p> <p>To find a hassle free method for the detection of Parkinsons</p> <p>Check for all of the existing methods for the detection and perform a comparison</p> <p>To look for an application that eliminates the physical barriers and makes detection simple.</p>	<p>View the UI of the application</p> <p>Get started with the prediction.</p> <p>Know about the prerequisites</p>	<p>To get an accurate prediction of the disease</p> <p>To perform a preliminary analysis</p> <p>To understand about the disease.</p> <p>To know about the available treatment strategies</p>	<p>Move on to further steps based on the observed prediction</p> <p>Detailed research about the suggested treatment options</p> <p>Move for higher council</p>	<p>A better understanding about existing condition before visiting the doctor</p> <p>Decide on the treatment options</p> <p>Elimination of Confirmation Bias</p>
<p> Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>The relief of knowing that there is method that is free.</p> <p>The fact that early detection can help in better treatment.</p> <p>Finding that an online application can help in proper prediction of the disease.</p>	<p>UI that is easy to use and innate in nature.</p> <p>Detailed information about the disease.</p> <p>Simple Registration Process</p>	<p>Easy method to get the prediction</p> <p>No complex requirements needed for prediction.</p> <p>Download report for further analysis</p>	<p>Accurate prediction of the condition</p> <p>Guidance about the treatment procedure</p>	<p>Exploration of multiple treatment operations.</p> <p>Easy access and availability of the application.</p>
<p> Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Unsure about the authenticity of the application</p> <p>Lack of trust</p> <p>Overwhelmed about the number of options available.</p>	<p>Very little knowledge about the condition</p> <p>Very little prior experience/ understanding about the usage of technology</p>	<p>Poor quality of the uploaded image.</p> <p>Poor Internet quality that can hinder the usage of the application</p> <p>Inability to access the application to power failures.</p>	<p>Application unable to render the report</p> <p>Prediction of the condition deviates from the symptoms observed</p>	<p>Advice from others to not to trust such applications</p> <p>Inability to render suggestions about the treatment options.</p>
<p> Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>The self-intuitive nature that enables almost everyone to use the application</p> <p>The user-friendliness of the application that encourages further interaction.</p> <p>It should understand the user problems.</p>	<p>Easy to use model of the application</p>	<p>Data processing at regular intervals</p> <p>Lightweightness of the model that enables easy hosting</p> <p>Simplistic nature</p>	<p>Focus on the security perspective of the user.</p> <p>Use the data uploaded by the users for future purpose of prediction enhancement</p>	<p>Application can get feedback from the user</p> <p>Application can send mail regarding the treatment options.</p>