

Project Design Phase - II

Customer Journey Map

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Maximum Marks	4



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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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

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?	Getting Suggestions From friends, family, and social media Symptoms Their body will react to the disease and the symptoms appear Searching through the internet Most people will search through the internet for solutions	Getting ideas They can ask questions related to the disease and they can get an idea Getting Know about the disease By taking the symptoms or by searching through by their symptoms they can know what skin disease they have Ask Questions They can ask questions related to their skin disease	Information about the skin disease By getting some basic ideas about the disease and try it to cure By taking about our symptoms or by updating the image By uploading the image of our skin it can give some solutions to cure it Ask questions and get an clear cut idea It will give answers to the questions asked about our skin diseases	About the Disease At the end of the process the user can know what disease it is and also about its causes Effects about the disease can know about the effects of the diseases What treatment to take At the end of the process the user can know what treatment to take	Cure Cure to the disease Meeting the Doctor Meet the doctor and get preventative measures
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?	People know cut words based on user experience or told by their users Interacting via internet People scan disease and they know about what disease they have	We guide the users by giving the description If they not understood we divide the skin disease into small parts and they get the app working	When we not understand we divide the skin disease into small parts and they get the app working	After Working the process the user can give us feedback the which user of disease they have We get it in a order image based on the feedback we show and make the user's choice	Then they have to consult the doctor and get the disease they have They have to consult the doctor and get the disease they have
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	The user is a person to find the best solution to their skin disease The People's goal is to find the best solution to their skin disease	Information provided should be user and fast should match Doctor's opinion	Should be highly useful Should be Correct Predictions must be perfect	To get a better Solution Factor Results	The user should be updated regularly
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Apply the skin disease and get the best solution Apply the skin disease and get the best solution	Have in fluid and perfect hydration Stabilize your body temperature	Symptoms: Vitamins D3 in response to skin diseases control stress and Exercise regularly	People getting better than feeling the disease and get the best solution People looking back on their past life	We still provide the best solution to the user and get the best solution
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Sometimes there might be confusion of diseases There might be confusion of diseases	It may lead to dermatitis if skin disease is not correctly predicted No belief in apps or websites	Accurate detection might happen this may lead to fear Fear of detection using apps or websites	Delay in diagnosing skin diseases Misdiagnosis of diseases may happen	Can't pretend low or high risk
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Registration form	Apply the skin disease with the help of our app	Get us about the skin disease	User can identify the skin disease and then can get the accurate solution	Remember us to take the best solution to the user and get the best solution

TIP
As you add steps to the experience, move each these "Flow Ex" the left or right depending on the scenario you are documenting.



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