Customer Journey

Project Name: Deep Learning Fundus Image Analysis for Early Detection of Diabetic Retinopathy

Project ID: PNT2022TMID36211

SCENARIO Browsing, Uploading Images and get results	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?	Browse available options Choose the images from pc/gallery to upload	Complete Profile Start using the Application They can upload Images to find the level of Diagnosis	Following the upload of photographs, move on the results Experience the Application	Leave the Application Prompt for review Submitting review	Patient's profile will be there
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?	To know level of risk of vision loss section of the websie, IOS app or Android app	Option to upload how many images are uploaded	Once the necessary images uploaded, you have an option to check the results Direct interactions of patient	knows the window within the accurate results profile on the website, IOS app, Android app	Hospital management have a count on the number of patients having diabetic retinopathy Hospital management consider them for future use
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me get accurate detection of diabetic retinopathy Help me have more learn new things on my trip	Help me feel confident that my result is finalized and tell me what to do next	Help me feel confident about where to go and which one of these people is my guide Help me feel good about my decision to go on this tour and to feel welcome	The detection procedure must be very simple to implement	Help me see what I could be doing next
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's fun to look at options It's Reassuring to read reviews	We've heard from several people that the reminder emails were essential	Our guides tend to be so good that people are reassured when they meet their guide People love the Application, We have a 98% satisfaction rating	If positive result is got, then people leave app feeling refreshed	We think people like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People express a bit of fear of commitment at this step Several people expressed "Information Overload" as they browse	Some may feel uncomfortable about the screening	They may have doubts if this process is cost effective or not As the procedure is in progress they may feel frustrated when the procedure will be over	They will be anxious about the test results	People describe leaving a review as an arduous process
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Show highlights or common phrases from reviews or "Great Guide" badges ?	Provide a simpler summary to avoid information overload	Reducing the risk factor's during the screening may give assurance to the patients about the safety measures of the screening	Could we A/b test different language to see what changes response rates? How might we progressively disclose the full review so that each step feels more simple?	How might we help people celebrate and remember things they've done in the past ? How might we totally eliminate this awkward moment?