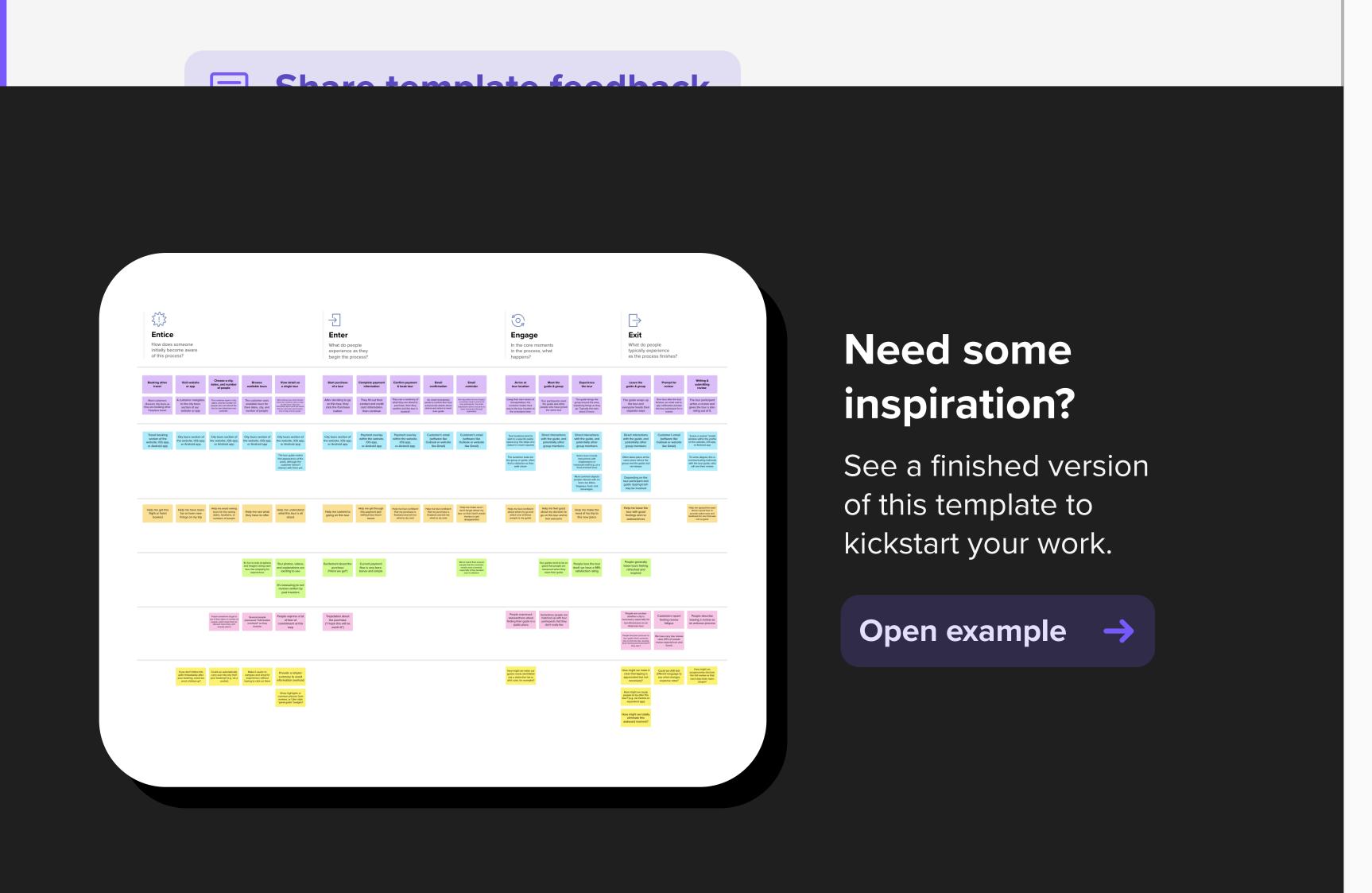


## Customer experience journey map

DEEP LEARNING
FUNDUS IMAGE
ANALYSIS FOR
EARLY
DECTECTION OF
DIABETIC
RETINOPATHY

Created in partnership with

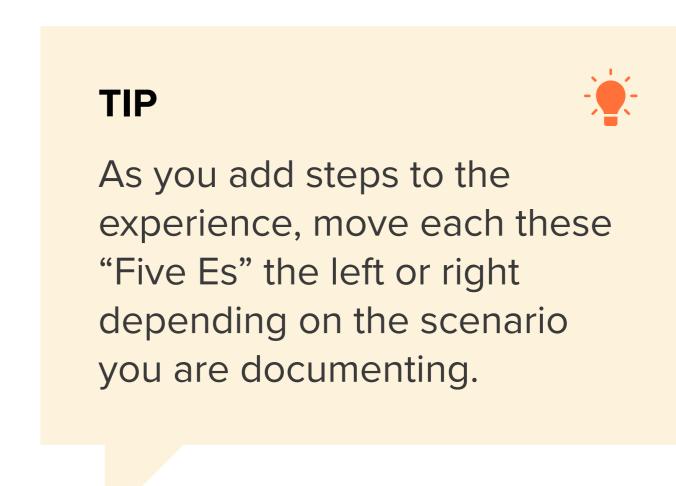
Product School

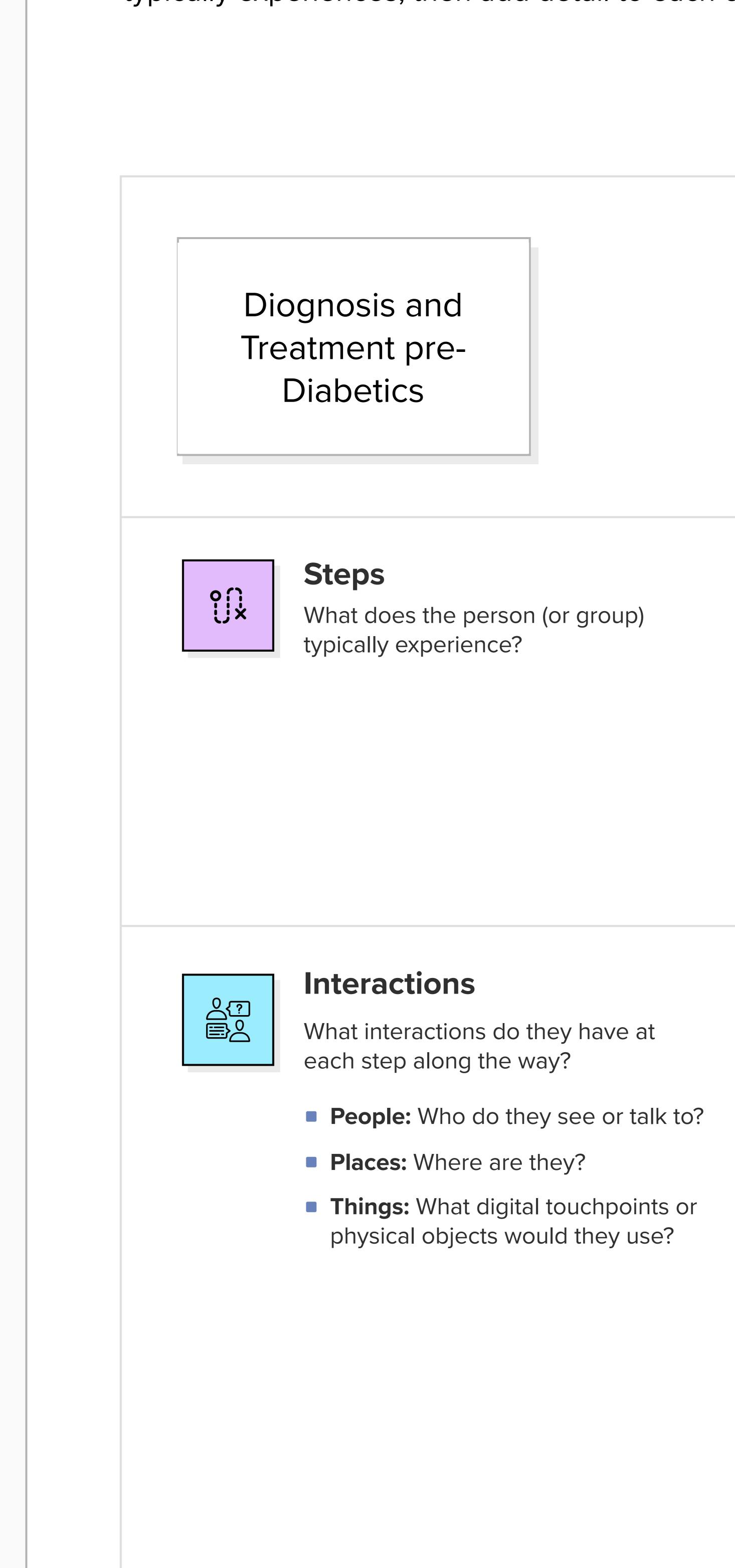


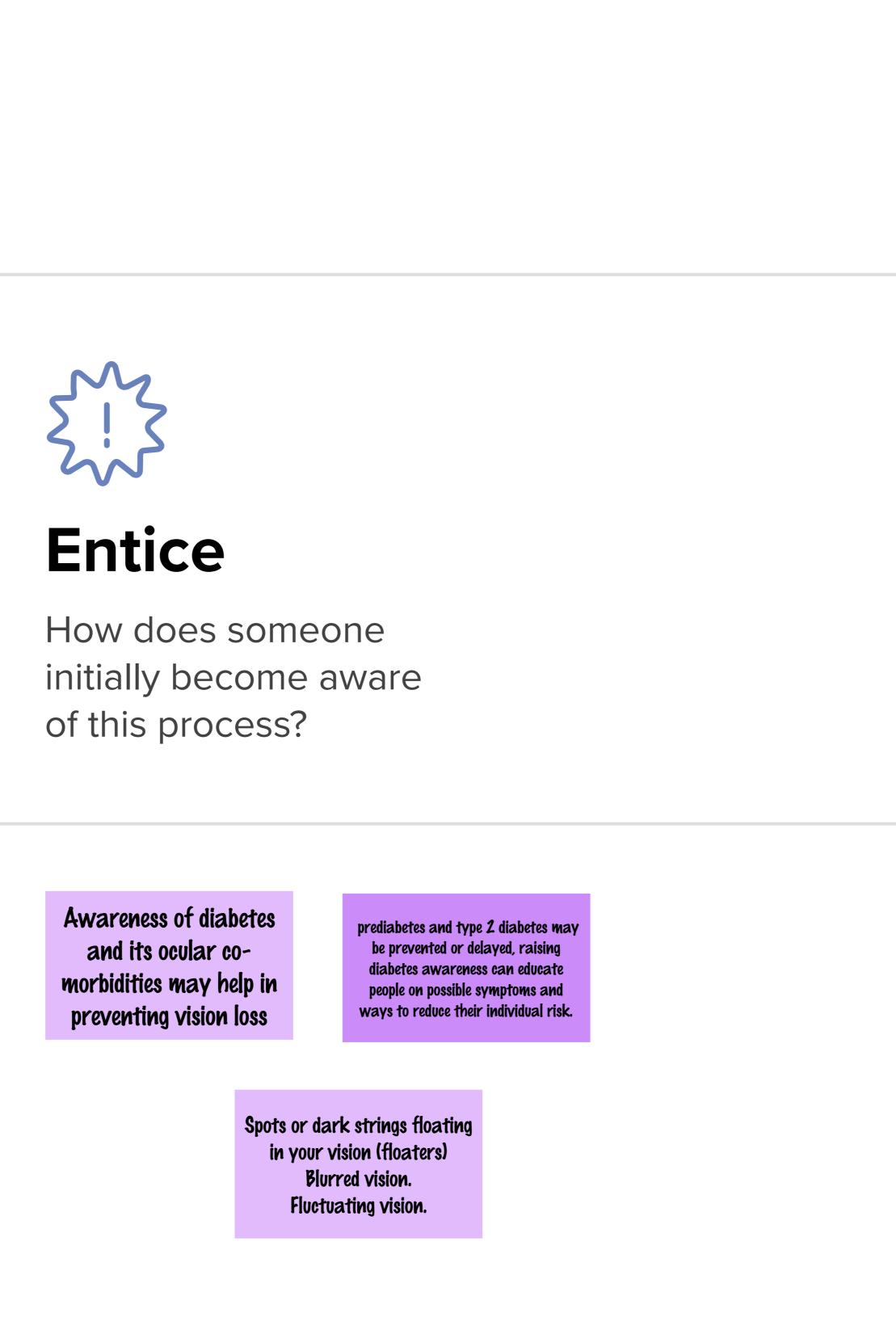


## Document an existing experience

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.



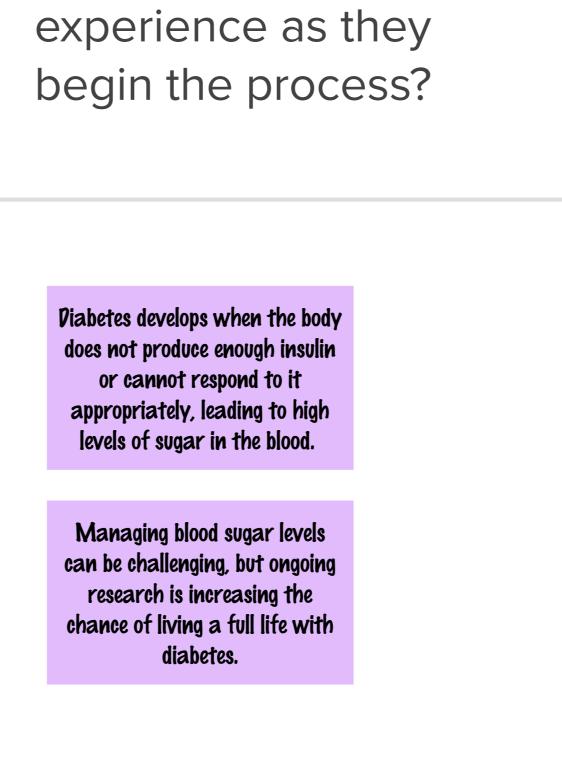




Since prediabetes and type 2 diabetes nay be prevented or delayed, raising abetes awareness can educate people on possible symptoms and ways to reduce their individual risk.

The goal of diabetes

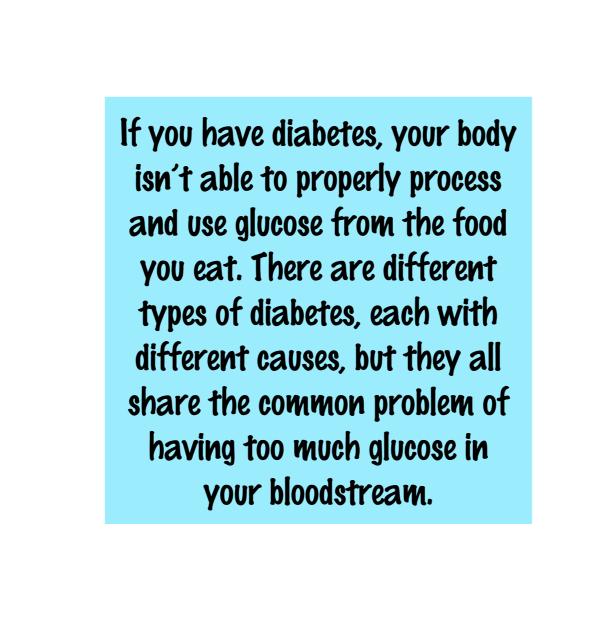
management is to keep blood glucose levels as close to normal as safely possible.

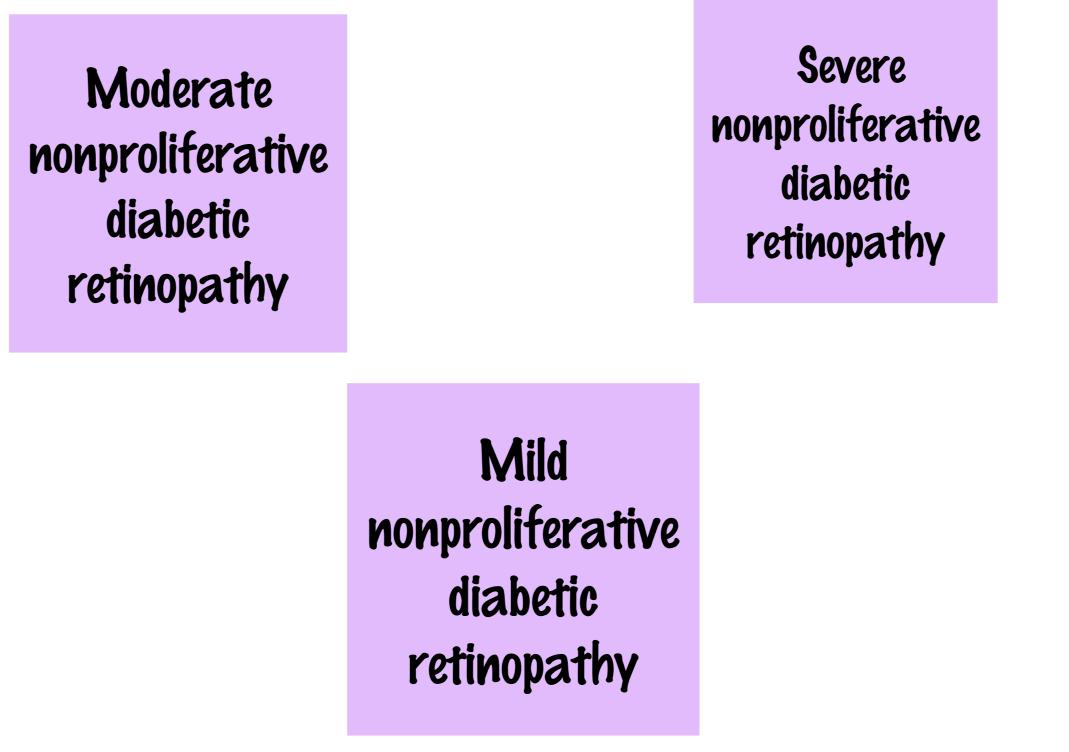


Enter

What do people



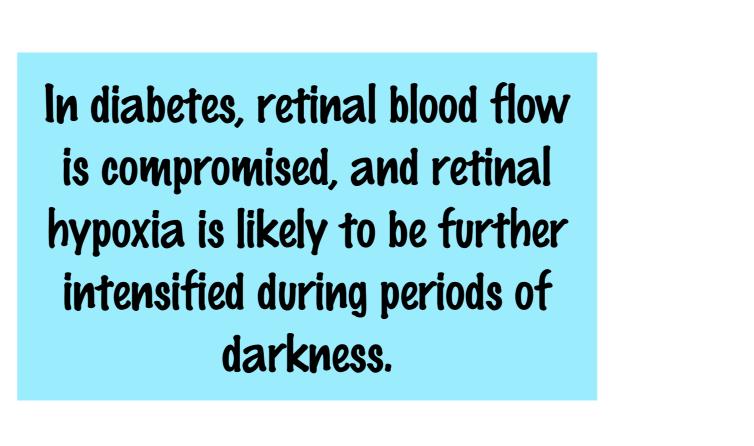




Engage

In the core moments

in the process, what

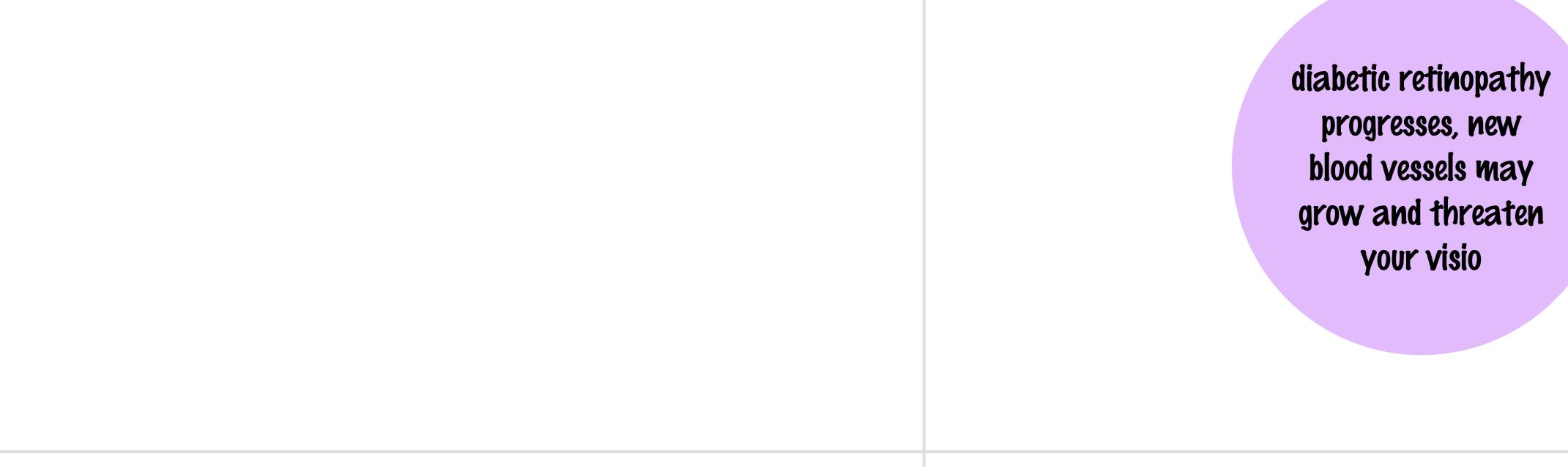


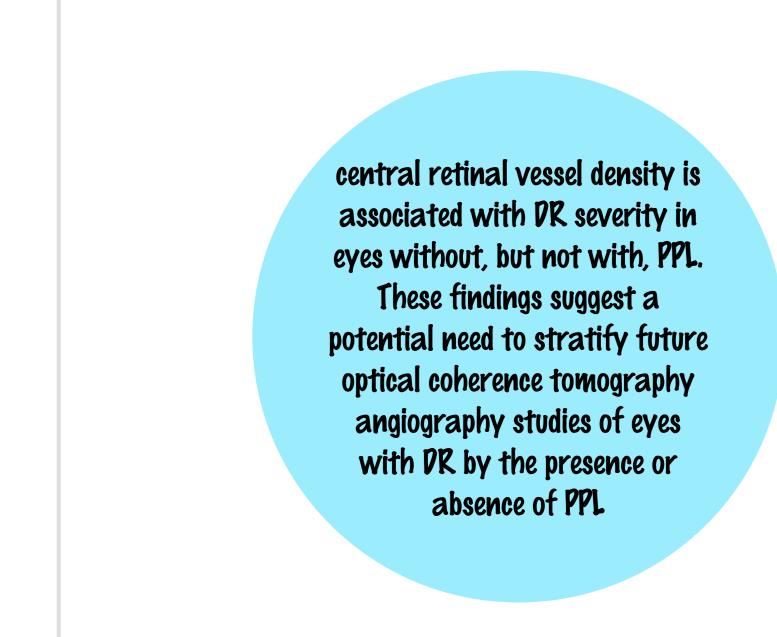
keep your blood sugar levels

within your goal range and

treat other medical conditions

that go along with diabetes





What do people

typically experience as the process finishes?



Extend

What happens after the experience is over?

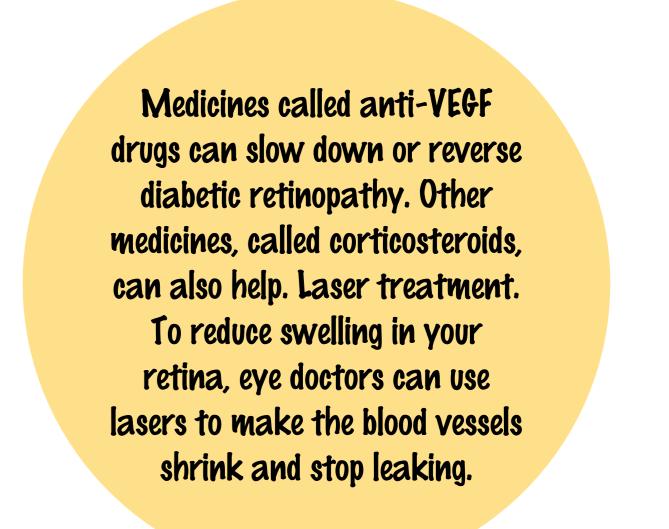
Monitor your blood sugar level. ...

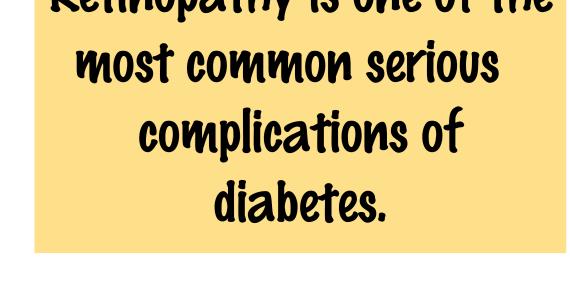
Ask your doctor about a

glycosylated hemoglobin test. ...

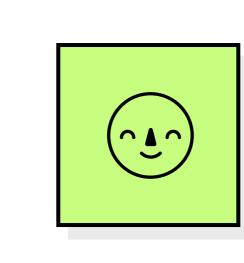
Keep your blood pressure and

cholesterol under control.





Injecting medications into the



**Positive moments** 

**Goals & motivations** 

At each step, what is a person's

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

You can reduce your risk of developing diabetic retinopathy, or help stop it getting worse, by keeping your blood sugar levels, blood pressure and cholesterol levels under contro

Since prediabetes and type 2 diabetes may be prevented or delayed, raising diabetes awareness can educate people on possible symptoms and ways to reduce their individual risk.

You should also contact your

GP or diabetes care team immediately if you develop any

problems with your eyes or

You may have to wait

several months to find

out if this treatment is

improving your condition

can use laser surgery to stop their growth and stabilize disease progression

To keep the blood sugar

as normal as possible

low blood sugar

without serious high or

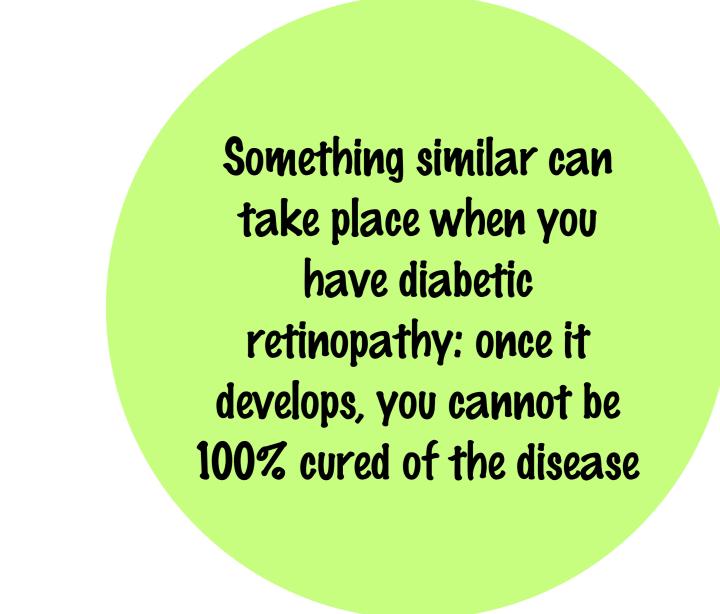
damage caused by too

much sugar in the blood

stream.

There is no cure for diabetic retinopathy.

But treatment works very well to prevent, delay, or reduce vision loss. The sooner the condition is found, the easier it is to treat. And it's more likely that vision will be saved.

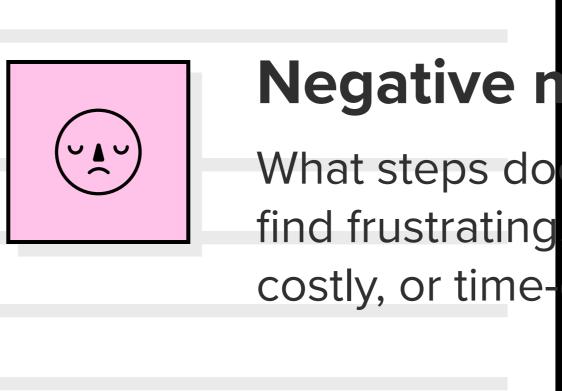


this more severe type, known as proliferative diabetic retinopathy. In this type, damaged blood vessels close off, causing the growth of new, abnormal blood vessels in the retina.

Diabetic retinopathy can progress to

An infection or other illness can cause the body to make higher levels of certain hormones, such as adrenaline or cortisol.

This sight-threatening condition is preventable by early detection, through population screening and treatment



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Piabetes majorly increases the risk of many heart problems. These can include coronary artery disease with chest pain (angina), heart attack, stroke and narrowing of arteries (atherosclerosis). If you have diabetes, you're more likely to have heart disease or stroke.

Pamage caused by diabetic retinopathy is typically permanent. This condition isn't fully reversible, but some treatments may help bring some of your vision back.

Pamage caused by diabetic retinopathy is typically permanent. This condition isn't fully reversible, but some treatments may help bring some of your vision back.

If not managed well, high levels of blood sugar can cause serious health problems including: kidney disease. heart disease. vision loss.

The amplitudes of the OPs and PhNR progressively decrease with the progression of diabetic retinopathy