

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.

Created in partnership with





CUSTOMER JOURNEY MAP

PROJECT TITLE: EARLY DETECTION OF CHRONIC KIDNEY DISEASE USING MACHINE LEARNING

TEAM ID: PNT2022TMID12535

SCENARIO Browsing, booking,	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?
attending, and rating a local city tour Steps What does the person (or group) typically experience?	People who need to detect Chronic Kidney Disease(CKD) People will become aware when they are in need of detecting CKD Reduction Suggestion from medical personnel People see what are the different options that are available for prediction of CKD People see what are the different options that are available for prediction of CKD People see what are the different options that are available for prediction of CKD People visits the website or app and navigates to the page which asks necessary details for prediction	The user creates account on the website or app which detects CKD The user creates an account on the website or app by entering necessary information Login to the website or app which detects CKD Take a tour of how the website or app works Take a tour of how the website or app works The user login to the website or app by entering required information The user tend to know about how the website or app works The user explores what are all the options available and navigates to detection section	Makes note of the necessary details for prediction Prediction of CKD needs details like blood urea level, blood glucose etc Enter the necessary details given by the user It will process all the details entered by the user	The results will be displayed to the user After processing, the result will be displayed to the user The user will be logged out of the website	User will meet the physician based on the result Suggest the website or app to people in need The user will decide whether to meet physician or not based on the result The user will suggest the website or app to people in need
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 consult medical personnel by going to hospital People meet doctors or search through the internet for different ways to detect CKD People hear from medical personnel about the existence of website or app Detection section of the website or app	Signup section of the website or app Login section of the website or app The user clicks on different option to see how it works Detection section of the website or app	The user will make a note of details listed on the website or app The user enters the details at the required fields	Result display section of the website or app The user clicks on log out button	The user makes a direct interaction with doctor The user will suggest or make a direct interaction with people in need
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help people detect chronic kidney disease Help people see what are the different ways to detect CKD Help people detect CKD with better accuracy	Helps the user to successfully create an account Helps the user to login to the website or app Helps the user to better understand the website	Helps the user to be prepared with all the details Helps by producing the result with accuracy	Helps the user to know the result of prediction	Helps the user to get treatment if they are detected with CKD Helps people know about the existence of website
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	People will learn about new techniques that are available for detection of CKD People tend to know about the existence of website	The user will know how the website works and can better understand the website	It asks all the required details for better prediction with higher accuracy	It predicts the results with better accuracy	Prevents delayed treatment People will get benefited from the website or app
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People may get confused with different options that are available Website or app may not respond at times	It takes some time for the user to get used to the website or app	Confidentiality of health data		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Make it easier to compare different options Have a tour or tips to how to navigate through the website	Make a video of how the website or app works and add it in the "Website tour" section	Add it in the home page regarding the details required for prediction rather than logging in and seeing what are the details required	Increasing the accuracy	It will notify the user to consult the doctor if they are detected with CKD

