

PROJECT DESIGN PHASE II

CUSTOMER JOURNEY

DATE	03 October 2022
TEAM ID	PNT2022TMID12917
PROJECT TITLE	Early Detection of Chronic Kidney Disease using Machine Learning
MAXIMUM MARKS	4 Marks

Early Detection of CKD	Entire 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 people (or Group) typically experience ?	Visit Hospital Asks for Doctor Appointment Fails to get Appointment	Checking through Detection of CKD software Users gets comfortable as the process is simple	Patient realize many test have been done Fear take over the person to know about CKD	Waits for the result	People Sprints about the announcement of medical test
Interactions What interactions do they have at each step along the way ?	How Accurate these software would be When the result will be announced	People gets an idea on the process of CKD Modes of Payment	Interaction With other payments Usage of the software in multiple devices	Enquires if the software is done under the guidance of the doctors Interact With the medical team	Waits for Result Completes the review section of the software
Goals and Motivations At each step, what is a person's primary goal or motivation?	Helps to feed data into the software Helps to check the correctness of the software	Helps to avoid fear of various parameters Different Payment Methods	Helps to co operate with the medical team	Helps to get the result as No CKD	Helps to create a good diet plan
Positive Moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful or exciting?	Productive without wasting doctors time No. of tests can be reduced	Results can be received in few minutes Cheap and cost efficient and easy to pay	No. of tests can be reduced	User can leave the website with satisfaction	Happy to know the result is negative
Negative Moments What steps does a typical person finds frustrating, confusing, angering, costly or time consuming?	User gets frustrated if they don't get appointment	Have a doubt that whether the cost paid for the test is worthy or not	User can find that the software asks for more details	User feels that the result should be cross-verified with a doctor	Need to check reviews for the usage of CKD software
Areas of Opportunity How might we make each step better? What ideas do we have? What have others suggested?	Software Should be Reliable and Self-Explanatory	Software should be usable and comfortable	Payment should be less	People feels it should be handled by a doctor	Patient's data should be more confidential

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