

# Early Detection of Chronic Kidney Disease

Detecting CKD

# 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?

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### Steps

What does the person (or group) typically experience?















#### 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?











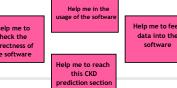


# Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")























# Positive moments

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







Patients are happy about the staff treatment

People leave the CKD system with satisfaction

Happy to know the result if it is



# **Negative moments**

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

















#### Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?



















