





Project Design Phase-II

Customer Journey

Date	08 October 2022
Team ID	PNT2022TMID30154
Project Name	Project – Early Detection of Chronic Kidney Disease
Maximum Marks	

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Check their health condition	Completing profile (Basic information about user) User discover our website when they want to know their health status Detail information about disease	Collecting user details (symptoms) regarding disease Detailed report will be generated based on given input Report generation Tips will be given based on the report	Also to know their health status Website with high accuracy and user friendly
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Help me to know the result Help me to understand the website	Help me to browse the symptoms Help me to complete the profile	Help me to complete the input section Help me to avoid confusion in result section Help me to download the report Help me to know the further measurements	Help to know what to do next Help to find their health status
Touchpoint What part of the service do they interact with?	Information about the disease	Profile section of the website Search for symptoms	Customer view input page On prediction a final page where report is generated Hospital links and expert doctor details will be provided	Because its unique than other website
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Backstage				
Opportunities What could we improve or introduce?	Chatbots can be provided for clarification		Graphs can be generated for clear understanding	
Process ownership Who is in the lead on this?	Patient and user	Patient and user	User and admin	User 