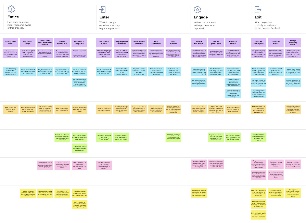
yuhk

**Project Design Phase-II**

**Customer Journey Map**

|  |  |
| --- | --- |
| Date | 03 October 2022 |
| Team ID | PNT2022TMID52366 |
| Project Name | Project -Deep Learning Fundus Image Analysis for Early Detection of Diabetic Retinopathy |
| Maximum Marks | 4 Marks |



# Customer

✴

## 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.

## Entice

Enter

## Engage

Exit

TIP

As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.

**Extend**

# 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

**SCENARIO**

**Browsing, booking, attending, and rating a local city tour**

### 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?

How does someone initially become aware of this process?

**Public places can be equipped with free checkup**

**DR treatment Tests can also be done**

**Social media platform can be used for Advertising**

**Existing users feedback can be collected**

**Person Interaction:**

**The patients who have already undergone this DR treatment can help**

**the users in gaining knowledge about the**

**treatment**

**Interaction with things: Eye retina images are used as digital images**

**Interaction in place: The users may requirehospital or medical center to discuss**

What do people experience as they begin the process?

**The output will be the prediction result**

**The output will be the prediction result**

In the core moments in the process, what happens?

What do people typically experience

as the process finishes?

**Users will get fast and efficient results as it is more user friendly and time efficient**

**User friendly model might engage the people to work with the appication conveniently**

What happens after the experience is over?

**Users might get excited to interact with buisness partners to implement model**

### Goals & motivations

**Helps to extend the project in a larger scale and improve buisness**

**This product HELPS ME AVOID risk of vision loss or vision aidness**

**This product HELPS ME to reduce checkup cost and reduce time**

**This product HELPS ME to reduce checkup cost and reduce time**

**Data upload should be easy,handling of data should be efficient**

**Data leakage should be avoided and privacy must be maintained**

**Interaction with a person: Discussion with patients about the Retinipathy diagonise**

**The disease is classified by the device**

**They try to expand their products with other buisness partners**

**Patients may recommend treatment for others as well**

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

### Positive moments

**The process saves time and user feels relaxed**

**If it is Retinopathy, it is identified in early stages**

**Exploring new ideas and curing people gives some kind of peace and satisfaction**

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

**Accurate quick results which is very useful for patients**

**Detect other diseases as well which will lead to faster diagnosis**

[**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)

### Negative moments

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

**If the model prediction didn't match the doctor's results it leads to confusion**

**Uneducated people might have difficulty in using the user interface**

**User buisness might get affected due to mistakes**

**People might feel discomfortable to share their medical data**

**Some people might fear about the after effects of treatment**

**After knowing the results in a quick process, people might get relieved**

**Template**

### Areas of opportunity

**Increased user traffic can be handled by a more stable server**

**Use digital marketing and advertisements to make people more aware**

**Give proper awareness to people about the treatment**

**Sending emails or SMS to patients and doctors about the results**

**User tools guide user for navigation**

**Process procedure explanation can be done**

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

**Need some inspiration?**

See a finished version

of this template to kickstart your work.

[**Open example**](https://app.mural.co/template/f59f644b-b4b4-47b5-9ed6-3a8c71ceb612/896b31fe-5597-40ef-9b06-3811a1a45ace)