









CUSTOMER JOURNEY MAP

Date	5 October 2022
Team ID	PNT2022TMID52149
Project Name	Deep Learning Fundus Image Analysis for Early Detection of Diabetic Retinopathy

	 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?
 Steps What does the person (or group) typically experience?	<div>Get to know us in ways product fits the customer's life moment</div> <div>Be able through internet</div>	<div>Clear friendly</div> <div>Convenient patients monitoring monthly health</div>	<div>Visualize product for patient health</div>	<div>Self evaluation of device</div>	<div>Information and education</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use? 	<div>Strategic device recommendations</div> <div>Get correct monitoring system required by patients</div>	<div>Images to guide</div>	<div>Whether using modern or old or both</div>	<div>patient satisfaction</div>	<div>level of health</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("I help me..." or "I help me avoid...")	<div>Help them get better because of the life patient</div> <div>Reduce manual work</div>	<div>Connect diagnosis of disease</div> <div>Treatment of disease</div>	<div>proactively start to the patients</div> <div>patient safety</div>	<div>representation of doctors' advice in the software</div>	<div>Terms of patients</div> <div>Cost effective for all</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Easy to use</div>	<div>Reduce in time consumption</div>	<div>Monitoring the fit of the software</div>	<div>Proactive recommendations</div>	<div>Device functionality</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Uneducated patients</div>	<div>Actual connectivity</div>	<div>Data monitoring</div>	<div>Patients not sufficient product use evidence</div>	<div>Storage in it</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Reduce manual work</div> <div>Security of product</div>	<div>Support doctor's diagnosis</div> <div>Reduce in time to the government's advice</div>	<div>Provide 24/7 of resources for patients and other users</div>	<div>Images</div>	<div>Security of the internet images</div> <div>More functionality changes</div>