

## **Project Design Phase - II**

### **Customer Journey Map**

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Team Id	PNT2022TMID30346
Project Name	AI-based Localization and Classification of Skin Disease with erythema
Maximum Marks	4



## Customer 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.

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### 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.

TIP

As you add steps to the experience, move each these "How for" the left or right depending on the scenario you are documenting.

Scenario	Entice	Enter	Engage	Exit	Extend
<p><b>Scenario</b> Browsing, booking, attending, and rating a local city tour</p>	<p><b>Entice</b> How does someone initially become aware of this process?</p>	<p><b>Enter</b> What do people experience as they begin the process?</p>	<p><b>Engage</b> In the core moments in the process, what happens?</p>	<p><b>Exit</b> What do people typically experience as the process finishes?</p>	<p><b>Extend</b> What happens after the experience is over?</p>
<p><b>Steps</b> What does the person (or group) typically experience?</p>	<p><b>Getting Suggestions</b> How does someone get suggestions for the process?</p> <p><b>Symptoms</b> How does someone get suggestions for the process?</p> <p><b>Search through the process</b> How does someone get suggestions for the process?</p>	<p><b>Getting ideas</b> How does someone get suggestions for the process?</p> <p><b>Getting know about the disease</b> How does someone get suggestions for the process?</p> <p><b>Ask Questions</b> How does someone get suggestions for the process?</p>	<p><b>Information about the skin disease</b> How does someone get suggestions for the process?</p> <p><b>By talking about our symptoms or by uploading the image</b> How does someone get suggestions for the process?</p> <p><b>Ask questions and get an idea out there</b> How does someone get suggestions for the process?</p>	<p><b>About the Disease</b> How does someone get suggestions for the process?</p> <p><b>Effects about the disease</b> How does someone get suggestions for the process?</p> <p><b>What treatment to take</b> How does someone get suggestions for the process?</p>	<p><b>Cure</b> How does someone get suggestions for the process?</p> <p><b>Meeting the Doctor</b> How does someone get suggestions for the process?</p>
<p><b>Interactions</b> What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li><b>People:</b> Who do they see or talk to?</li> <li><b>Places:</b> Where are they?</li> <li><b>Things:</b> What digital touchpoints or physical objects would they use?</li> </ul>	<p><b>People know and website based on your experience is used by the user</b></p> <p><b>Interacting via internet</b></p> <p><b>People can interact and they know about what disease they have</b></p>	<p><b>We guide the user to get the description</b></p> <p><b>If they are interested more, we provide the other data like how the skin condition</b></p>	<p><b>If they are not interested in our service, we show them the other options</b></p>	<p><b>After talking the person the user can know what disease it is and also about its causes</b></p> <p><b>We get a lot of useful information about the disease and we can provide the user with the best treatment</b></p>	<p><b>Then they have to consult the doctor based upon the disease they have</b></p> <p><b>They have to consult the doctor based upon the disease they have</b></p>
<p><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p><b>The user is aware of the disease and they want to know more about it</b></p> <p><b>The user is aware of the disease and they want to know more about it</b></p>	<p><b>Information provided should be clear and easy to use</b></p> <p><b>Should match Doctors opinion</b></p>	<p><b>Should be highly useful</b></p> <p><b>Should be correct</b></p> <p><b>Predictions must be perfect</b></p>	<p><b>To get a better solution</b></p> <p><b>Factor Results</b></p>	<p><b>The user should be satisfied regarding the service</b></p>
<p><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p><b>They can interact with the doctor and get a better solution</b></p> <p><b>They can interact with the doctor and get a better solution</b></p>	<p><b>Head in fluid and pressure dampening</b></p> <p><b>Stabilize your body temperature</b></p>	<p><b>Symptoms should be clear and easy to use</b></p> <p><b>Control stress and Exercise regularly</b></p>	<p><b>People generally have a better feeling about the service</b></p> <p><b>People looking for the best solution</b></p>	<p><b>We can provide the user with the best solution</b></p>
<p><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p><b>Sometimes there might be confusion of diseases</b></p> <p><b>There might be confusion of diseases</b></p>	<p><b>It may lead to demand if skin disease is not correctly predicted</b></p> <p><b>No relief in apps or websites</b></p>	<p><b>Accurate detection might happen. This may lead to fear</b></p> <p><b>Fear of detection using apps or websites</b></p>	<p><b>Delay in diagnosing skin diseases</b></p> <p><b>Misdiagnosis of diseases may happen</b></p>	<p><b>Can't pretend low or high risk</b></p>
<p><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</p>	<p><b>Registration form</b></p>	<p><b>Adding the user details and the history of the user</b></p>	<p><b>Get us about the type of disease</b></p>	<p><b>User can identify the skin disease and then can get the necessary solution</b></p>	<p><b>Adding a lot of data to the user's history and then can get the necessary solution</b></p>



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