

Project Design Phase - II

Customer Journey Map

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| Date | 15 October 2022 |
| Team Id | PNT2022TMID46454 |
| 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 "To do" for the left or right depending on the scenario you are documenting.

| SCENARIO Browsing, booking, attending, and rating a local city tour | 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? Getting Suggestions from friends/family and social media These leads will result in the diseases and the symptoms arise Most people that search through the internet to solve this | Getting Suggestions People know that solutions based on their experience or passed by the users Symptoms People have diseases and they know about what disease they have Searching through the internet They can ask questions related to the disease and they can get an idea | Getting ideas By getting the symptoms or by researching through the internet they can know what skin disease they have Getting ideas about the disease They can ask questions related to the disease and they can get an idea Ask Questions They can ask questions related to the disease and they can get an idea | Information about the skin diseases By getting some basic ideas about the disease and try to find a cure By talking about our symptoms or by researching the disease By uploading the image of our skin it can give some solutions to cure it Ask questions and get an idea out there It will give answers to the questions asked about our skin diseases | About the Disease At the end of the process the user can know what disease it is and also about its causes Effects about the disease Can know about the effects of the diseases What treatment is like At the end of the process the user can know what treatment to take | Cure Cure to the disease Meeting the Doctor Meet the doctor and get preventive measures |
| 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? | People know that solutions based on their experience or passed by the users Interacting via internet People have diseases and they know about what disease they have | We guide the user by giving the description If they are not understood we can provide the video games can have the user involved | I have an idea about the disease I have an idea about the disease | After talking to the doctor I can know what disease it is and also about its causes We get a lot of ideas about the disease and they can know what treatment to take | Then they have to consult the doctor based upon the disease they have They have been provided when they want to consult or without any disease |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | The user is motivated to find the solution to their problem The user is motivated to find the solution to their problem | Information provided should be clear and brief should match doctor's opinion | Should be highly useful Should be correct Predictions must be perfect | To get a better solution Faster Results | The user should be satisfied with the solution |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | People are motivated to find the solution to their problem People are motivated to find the solution to their problem | Hold in fluid and prevent dehydration Stabilize your body temperature | Symptoms: Vitamin D deficiency control stress and Exercise regularly | People generally want to know the solution to their problem People looking back on their past life | We can provide the solution to their problem when they want to consult or without any disease |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Sometimes there might be confusion of diseases There might be confusion of diseases | It may lead to dermatitis if skin disease is not correctly predicted No relief in apps or websites | Accurate detection might happen this may lead to fear Fear of detection using apps or websites | Delay in diagnosing skin diseases Misdiagnosis of diseases may happen | Can't pretend low or high risk |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | Registration form | They can also provide the solution to their problem when they want to consult or without any disease | Tell us about the type of disease | User can provide the solution to their problem when they want to consult or without any disease | We can provide the solution to their problem when they want to consult or without any disease |



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Open example

