## 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.

Created in partnership with

Product School

## 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.

## EARLY DETECTION OF CHRONIC KIDNEY DISEASE USING MACHINE LEARNING

**Extend** 

What happens after the

A helpful app simple

enough for anyone

to use, with an easy

interface

Finds a way to get

rid of kidney disease

More satisfied result

Our app will predict

more accurately and

for treatment

suggest best hospitals

It is a user friendly

applications that

**builds Trust and** 

Confidence

experience is over?

















