

Project Design Phase-II
Customer Journey

Date	11 October 2022
Team ID	PNT2022TMID18514
Project Name	AI-based localization and classification of skin disease with erythema
Maximum Marks	4 Marks



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



[Share template feedback](#)



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →



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.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Searching through the Internet</div> <div>Most people first search through the Internet for solutions</div> <div>Getting Suggestion</div> <div>Getting suggestion from friends, family and social media</div> <div>Symptoms</div> <div>Their body will react to the disease and the symptoms arise.</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><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>	<div>People know our website based on user experience or told by the sales</div> <div>Interacting via Internet</div> <div>People scan disease and they know what disease they have</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>The Goal is to provide better way for the people in search of good website about skin diseases</div> <div>The people's goal is to find a better site for their questions about skin problems</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>apply pre-work cream before starting a work period</div> <div>apply conditioning cream after washing a hands</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Sometimes there might be confusion of diseases</div> <div>They may get many suggestions from many websites and people</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Registration form</div>

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

