



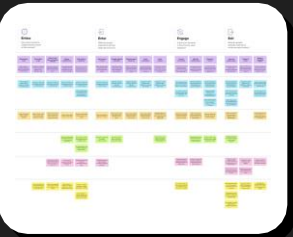
Customer experience journey map

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.

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TIP

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

<div>SCENARIO</div> <div>Registering on a website and uploading images of hand drawn spirals and waves in order to test for early diagnosis of Parkinson's disease.</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Hearsay from friends</div> <div>The customer may come to know about the "Help me...!" from friends.</div> <div>Online advertisements and Social Media</div> <div>The customer may reach the website from external links on blogs and social media.</div> <div>Research on Parkinsons disease</div> <div>Users are likely to come across this diagnosis "Parkinson's disease" and its symptoms.</div> <div>Visit website</div> <div>Customer navigates to the website with the intention of getting a diagnosis.</div>	<div>Research about the website</div> <div>Before registering, the user will try to verify whether the evaluation parameters are legitimate.</div> <div>Sign up/ register on the website</div> <div>After deciding to get tested, the customer will click on the sign up button.</div> <div>Email verification</div> <div>After registration an email is sent to the user to verify their identity.</div> <div>Login to upload images</div> <div>Once sign-up and registration is complete, the user can log in and upload images to get a diagnosis.</div>	<div>Fill relevant details for research purpose</div> <div>The user is required to fill information such as age, gender, height, weight, etc.</div> <div>Upload copy of hand drawn image</div> <div>The user is supposed to upload the required image with more and more. The website also has provision to digitally draw and upload.</div> <div>Perform disease prediction</div> <div>On clicking the predict button, digital image is processed and the user gets a prediction.</div> <div>Analyze the result of the prediction model</div> <div>The user gets a positive or negative diagnosis followed by recommendations on specialty doctors to consult for possible treatment plan.</div>	<div>Clarity on whether or not they have Parkinsons</div> <div>The user has a diagnosis on whether or not they have Parkinson's disease.</div> <div>Gain more knowledge and information</div> <div>The user is given markers for various levels of Parkinsons (early to advanced)</div> <div>Awareness on what should be done after diagnosis</div> <div>The user is given information on the specialty doctors that they need to consult.</div>	<div>Visit doctor and confirm the diagnosis</div> <div>The user goes to the doctor and gets a comprehensive diagnosis.</div> <div>Get a treatment plan</div> <div>The user gets a treatment plan to effectively handle the symptoms.</div> <div>Gives feedback</div> <div>The customer gives feedback on the entire process.</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Discuss about the trustworthiness of the application with friends.</div> <div>Look into the various available options for Parkinsons' diagnosis.</div> <div>Interacts with others who have already used the website about its predictive accuracy.</div> <div>Interacts with fellow users about the ease of use and accessibility of the website.</div> <div>Discuss about the pros and cons of the application with other users</div>	<div>Take help from past users on how to navigate the website</div> <div>Interacts with other users about the registration process.</div> <div>Interacts with other users about the various features of the website</div>	<div>The user may interact with digital notepad to make the required spiral drawing.</div> <div>Interact with the website to enter the required details</div> <div>Take help from past users to understand the requirements of the image to be uploaded</div>	<div>Download the diagnosis result from the website.</div>	<div>Talk to a doctor about the results.</div> <div>User fills feedback form on the website</div> <div>User discusses about the website to other potential users</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>Determine if they have Parkinsons' disease</div> <div>Looking for an economically viable option for Parkinsons' detection</div> <div>Looking for a diagnostic method that is data driven and more accurate</div> <div>To get an early diagnosis for Parkinsons and a suitable treatment plan</div>	<div>To successfully register on the website</div> <div>Logging into the website with the correct credentials</div> <div>Complete email verification in order to access the Parkinsons' test</div> <div>Understand more about the disease</div>	<div>Upload image correctly to undergo the prediction process</div> <div>To get an accurate prediction</div>	<div>To get the results of the prediction model</div> <div>To get more information about the symptoms of the disease</div> <div>To get information about the specialty doctors to consult</div>	<div>To consult a doctor regarding the test results</div> <div>To get a treatment plan to deal with the symptoms.</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Early diagnosis is better than a late diagnosis</div> <div>Ease and accuracy of disease prediction</div> <div>Early diagnosis followed by appropriate intervention can slow down the progression of the disease</div> <div>Knowing that early diagnosis of the disease is possible</div>	<div>The graphical user interface is easy to understand</div> <div>Detailed information about the disease</div>	<div>No complex prerequisites required to upload image by user</div> <div>Easy procedure to get a diagnosis</div> <div>The application uses standards defined by Movement Disorder Society Unified Parkinsons Rating Scale to assess the disease</div> <div>Provides digital notepad provisions to draw and upload image</div>	<div>The diagnostic test provides accurate results.</div> <div>Transparency of the diagnosis process</div>	<div>Proper guidance on how to deal with the disease</div> <div>Prior knowledge about disease before visiting the doctor.</div> <div>Ability to choose between various available treatment plans</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Skeptical about the predictive accuracy of the system</div> <div>Feeling overwhelmed by the vast amount of information pertaining to Parkinsons that is available on the internet</div>	<div>Little to no knowledge about the characteristic symptoms of the disease</div> <div>Difficulties using the web interface due to lack of technical skill to use the website</div> <div>Find the sign up and registration process challenging / difficult</div>	<div>Internet connectivity problems leading to difficulty in uploading image on to the website.</div> <div>User may face difficulties in using the digital notepad</div> <div>User may face difficulties in uploading the image on to the site.</div> <div>Concerned about the security of their data and how protected it is</div>	<div>User may feel that the diagnostic report is not informative enough</div> <div>Ease of access to the specialization of doctors suggested may not be high</div>	<div>User not able to give feedback to the development team</div> <div>Treatment options suggested may not be feasible economically</div> <div>There may be a disconnect between the level of Parkinsons' diagnosis and the visible symptoms.</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>Users should have a good experience with the website so as to promote and navigate for first time users</div> <div>The system should provide a practical feasible solution to the problem</div>	<div>The user interface must be easy to understand and navigate for first time users</div> <div>The user process flow for the website must be linear and easy to understand</div> <div>The user should be able to get diagnosed once without prior registration</div>	<div>The data must be processed at regular intervals</div> <div>The Machine Learning model used must be improved from time to time for maximum accuracy</div> <div>The proposed solution should have reasonable time complexity</div>	<div>Maintaining the users' data privacy should be of utmost importance</div> <div>Maintaining image upload records done by user will be useful for future reference by the user</div> <div>The website should also provide hospital and contact details of the specialization doctors to be consulted</div>	<div>Provide an optional feature that enables the client to journal the results from their consultation.</div> <div>Provide feature that enables the client to journal their diagnosis and treatment plan</div> <div>Regular tracking by the application on the treatment and progress</div>