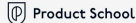




# Customer experience journey map

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



**SCENARIO**

Installing, Accessing & Detecting the CKD using App

**Steps**

What does the person (or group) typically experience?

**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?

**Goals & motivations**

At each step, what is a person's primary goal or motivation? ("Help me...", or "Help me avoid...")

**Positive moments**

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

**Negative moments**

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

**Areas of opportunity**

How might we make each step better? What ideas do we have? What have others suggested?

**Entice**

How does someone initially become aware of this process?

Visit website or app

Choose a Time, dates, and number of people

View detail on Appointment Schedule

Booking Appointment to Hospital

CKD detection section of the website, iOS app, or Android app

The Nurse guide makes first appearance at this point, although the user doesn't interact with them yet.

Will it give results within a Single day?

What are the details within predicting CKD?

Help me to reach this CKD prediction section floor

The Primary goal is to avoid the spreading of this disease

Help me to learn what instructions doctor gave

Help me have correct results from prediction

When the test results are negative, the people will be happy as they are not affected

It's reassuring to read reviews written by old patients

Some Test results we are taking are exciting to see

It's fun to look at options and imagine doing CKD prediction like some experiences

The person may feel sad of getting affected due to CKD

People sometimes forget to put in their dates & time which leads them to discover problems they can't actually attend

Several people expressed "information overload" as they browse

People express a bit of fear taking at this step

Make it easier to compare and predict CKD for experiences without having to click on them

So that people may know about what are foods to be taken

Could we automatically carry over the prediction website from your booking?

Others suggest to conduct a food camp of hygienic food

**Enter**

What do people experience as they begin the process?

Confirm payment & book for checkup

After deciding to go on this Prediction they click the start check button

They fill out their contact and credit card information, then continue

Start Checking for CKD

Payment overlay within the website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Knowing about the symptoms of the disease

When the process begins, the people come to know about the already affected CKD persons.

Help me feel confident that my appointment is finalized and tell me what to do next

The goal mentioned here will be achieved slowly as the process begins

The spreading of information starts from here

Help me understand what this App will do all this

We've heard from several people that the reminder emails were essential, especially if they booked way in advance

Current payment flow is very barebones and simple

The fear of people from being affected will be gone

Excitement about the checkup ("Here we go!")

Initially when the person come to know that they get affected from CKD, they get anger or get fear of not feeling one of free health

So the starting process involves people take tests and confirm whether they are affected from CKD or not

Trepidation about the Checkup for predicting CKD ("I hope this will be worth it")

People expressed difficulty in the availability of the CKD system

Provide a simpler summary to avoid information overload

The beginning of this is collecting creative ideas from others

Show highlights or common phrases from reviews of old patients

Implementing those ideas in the process

**Engage**

In the core moments in the process, what happens?

Tour patients meet the guide and other people who have take the same checkup

Experience the Checkup

Meet the Nurse guide

Arrive at Hospital Location

Direct interactions with the guide, and potentially with other members

Some patients include interactions with other people or restaurant staff (e.g. on a food court)

The interaction during the process is made as the people get information from the relatives, doctors, and neighbours.

Most common objects people interact with on checkup are chairs, beds, etc.

Help me leave the hospital with good feelings and no awkwardness

Help me feel good about my decision to go on this checkup

The experience that have been gained throughout the process will be shared to other people also.

Help me feel confident about where to go and which one of these people is my guide

Once when the person comes to know that they are not affected, they regularly take general check up

People love the hospital staffs treating patients, we have a 98% satisfaction rating

Our guides tend to be so good that people are reassured when they meet their guide

And regularly have hygienic food

People expressed awkwardness about finding their guide in a hospital

Sometimes people are matched up with nurse guides that they don't really like

One core moment here one gets emotionally breakup as they have this disease

People feel that the result should be cross checked with the doctor

The core moments here id it implement others ideas but not this process

Can be used to develop an application for prediction using this model.

Payment should be less

**Exit**

What do people typically experience as the process finishes?

The guide end the checkup and everyone heads their separate ways

Leave the guide

The user writes a review and gives the predicting CKD app a star-rating out of 5

Writing & submitting review

"Leave a review" modal window within the profile on the website, iOS app, or Android app

Depending on the User and guide, tipping/cash may be involved

To some degree, this is communicating information to others in order to provide awareness about CKD

During exit they share all the interacted information to others in order to provide awareness about CKD

Help me spread the word about a great Prediction app and feedback for one that was not so good

Once the process is completed the experience that people gain here is spreading all the information about CKD all over

Help me to get the result as no CKD

Helps me to reduce mortality rate by saving patient at earlier stage

People generally leave hospitals feeling refreshed and inspired

If the person is not affected to CKD, then they follow a healthy manner life style

People leave the CKD system with satisfaction

As they exit the predicted results are stored for their future reference.

As they have experienced the symptoms of CKD and got cured, they will be more aware of it

Users report feeling review fatigue

People are unclear whether a tip is necessary, especially from Affected ones

We have very low review rates (15% of people review experiences )

How might we make it clear that tipping is appreciated but not necessary?

How might we totally eliminate this awkward moment?

CKD should be an expert system to assist doctors

The extension is everyone attest knows how to keep themselves protected

**Extend**

What happens after the experience is over?

Users who has undergone predicting CKD informs them to meet our doctor for further clarifications

The completed profile appears with users "past visit checkup" and a users profile with a few details of patients

Checkup appears in the user profile

Customer's email (software like Outlook or website like Gmail)

Recommendations span across website, iOS app, or Android app

Completed experiences section of the profile on the website, iOS app, or Android app

Once the experience is shared everyone knows about this disease

Help me see what I could be doing next

Help me see what I've done before

Help me to realize my food habits

We think people like these recommendations because they have an extremely high engagement rate

Happy to know the result if it is negative

The extension of this is they will take regular tests

Try to ensure more trust among users by providing efficient information

The extension of this not getting affected another time

Need to check reviews for the use of the CKD software

Help me to know that exercise is the best remedy

Could we A/B test different language to see what changes response rates?

Patients' data should be kept confidential