PROJECT DESIGN PHASE- II

CUSTOMER JOURNEY MAP

DATE	05 OCTOBER 2022
TEAM ID	PNT2022TMID25227
PROJECT NAME	EARLY DETECTION OF CHRONIC KIDNEY DISEASE USING MACHINE LEARNING
MAXIMUM MARKS	2 MARKS

Chronic Kidney Disease Patient

SCENARIO

Installing, Accessing & Detecting the CKD using App



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?



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?











































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...")









Help me see what I could be doing next



Positive moments

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



Some Test results we are taking are exciting to see

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

People generally leave hospitals feeling refreshed and inspired



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?























