



EARLY DETECTION OF CHRONIC KIDNEY DISEASE USING MACHINE LEARNING

TEAM ID: PNT2022TMD35483



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		Entice		Enter		Engage		Exit		Extend	
Installing, Accessing & Detecting the CKD using App		How does someone initially become aware of this process?		What do people experience as they begin the process?		In the core moments in the process, what happens?		What do people typically experience as the process finishes?		What happens after the experience is over?	
Steps	What does the person (or group) typically experience?	Visit website or app	Choose a Time, dates, and number of people	Confirm payment & book for checkup	After deciding to go on this Prediction they click the start check button	Tour patients meet the guide and other people who have take the same checkup	Experience the Checkup	The guide and the checkup and everyone heads their separate ways	The user writes a review and gives the predicting CKD app a star-rating out of 5	Users who has undergone predicting CKD inform them to meet our doctor for further clarifications	Personalized other CKD related checkups
Interactions	What interactions do they have at each step along the way?	View detail on Appointment Schedule	Booking Appointment to Hospital	They fill out their contact and credit card information, then continue	Start Checking for CKD	Meet the Nurse guide	Arrive at Hospital Location	Leave the guide	Writing & submitting review	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
Goals & motivations	At each step, what is a person's primary goal or motivation? ("Help me...", or "Help me avoid...")	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.	Payment overlay within the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	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)	"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	Customer's email (software like Outlook or website like Gmail)	The interactions that have been made until now will be shared to other people
Positive moments	What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Will it give results within a Single day?	What are the details within predicting CKD?	Knowing about the symptoms of the disease	When the process begins, the people come to know about the already affected CKD persons.	The interaction during the process to meet the people get information from the relatives, doctors, and neighbours.	Most common objects people interact with on checkup are chairs, beds, etc.	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	Recommendations span across website, iOS app, or Android app	Completed experiences section of the profile on the website, iOS app, or Android app
Negative moments	What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Help me to reach this CKD prediction section floor	The Primary goal is to avoid the spreading of this disease	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	Help me leave the hospital with good feelings and no awkwardness	Help me feel good about my decision to go on this checkup	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	Once the experience is shared everyone knows about this disease	Help me see what I could be doing next
Areas of opportunity	How might we make each step better? What ideas do we have? What have others suggested?	Help me to learn what instructions doctor gave	Help me have correct results from prediction	The spreading of information starts from here	Help me understand what this App will do all this	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	Help me to get the result as no CKD	Helps me to reduce mortality rate by saving patient at earlier stage	Help me see what I've done before	Help me to realize my food habits
Product School	What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	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	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	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	People generally leave hospitals feeling refreshed and inspired	If the person is not affected to CKD, then they follow a healthy manner life style	We think people like these recommendations because they have an extremely high engagement rate	The extension of this is they will take regular tests
Negative moments	What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	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 fear of people from being affected will be gone	Excitement about the checkup ("Here we go")	Our guides tend to be so good that people are reassured when they meet their guide	And regularly have hygienic food	People leave the CKD system with satisfaction	As they exit the predicted results are stored for their future reference.	Happy to know the result if it is negative	Try to ensure more trust among users by providing efficient information
Areas of opportunity	How might we make each step better? What ideas do we have? What have others suggested?	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	Initially when the person comes to know that they get affected from CKD, they get anger or go far of not taking care of their health	So the starting process involves people take tests and confirm whether they are affected from CKD or not	People expressed awkwardness about finding their guide in a hospital	Sometimes people are matched up with nurse guides that they don't really like	As they have experienced the symptoms of CKD and got cured, they will be more aware of it	Users report feeling review fatigue	We have very low review rates (15% of people review experiences)	The extension of this is not getting affected another time
Areas of opportunity	How might we make each step better? What ideas do we have? What have others suggested?	Several people expressed "information overload" as they browse	People express a bit of fear taking at this step	Trepidation about the Checkup for predicting CKD ("I hope this will be worth it")	People expressed difficulty in the availability of the CKD system	The core moment here is one gets emotionally breakup as they have this disease	People feel that the result should be cross checked with the doctor	People describe leaving a review as an arduous process	People are unclear whether a tip is necessary, especially from Affected ones	Need to check reviews for the use of the CKD software	Help me to know that exercise is the best remedy
Areas of opportunity	How might we make each step better? What ideas do we have? What have others suggested?	Make it easier to compare and predict CKD for having no CKD experiences with CKD without having to click on them	So that people may know about what are foods to be taken	Provide a simpler summary to avoid information overload	The beginning of this is collecting creative ideas from others	The core moments here id I implement others ideas into this process	How might we make our guides easily identifiable	How might we make it clear that tipping is appreciated but not necessary?	The final touch of the process is making everyone to know about the CKD	How might we progressively disclose the full review so that each step feels more simple?	Could we A/B test different language to see what changes response rates?
Areas of opportunity	How might we make each step better? What ideas do we have? What have others suggested?	Could we automatically carry over the prediction website from your booking?	Others suggest to conduct a food camp of hygienic food	Show highlights or common phrases from reviews of old patients	Implementing those ideas in the process	Can be used to develop an application for prediction using this model	Payment should be less	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	Patients' data should be kept confidential