

# Early detection of Chronic Kidney Disease

SCENARIO

Detecting CKD



## Entice

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?



## Exit

What do people typically experience as the process finishes?



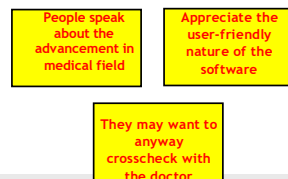
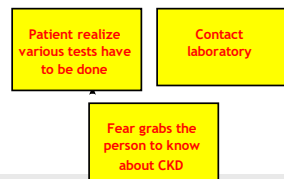
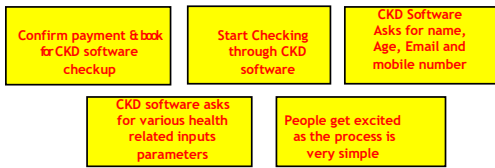
## Extend

What happens after the experience is over?



## Steps

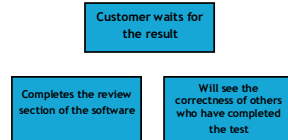
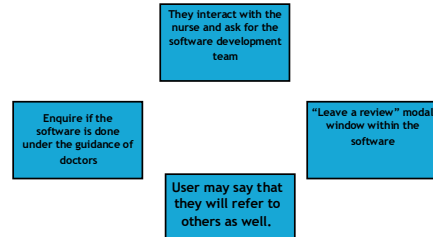
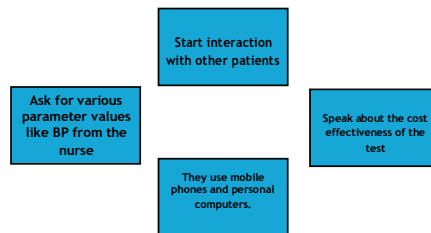
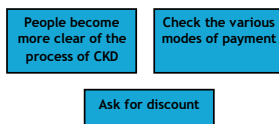
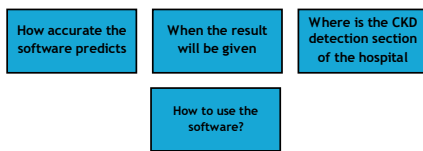
What does the person (or group) typically experience?



## Interactions

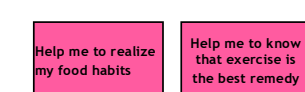
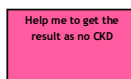
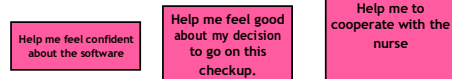
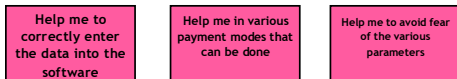
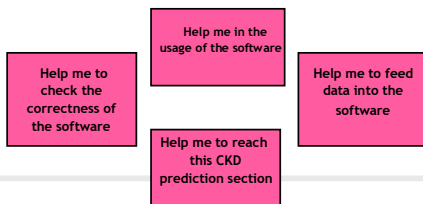
What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



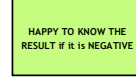
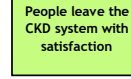
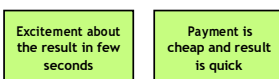
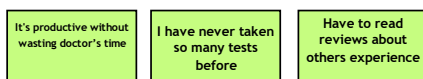
## Goals & motivations

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



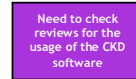
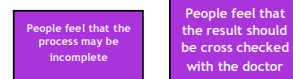
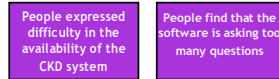
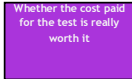
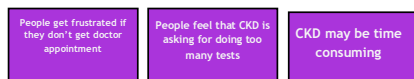
## Positive moments

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?

