PROJECT DESIGN PHASE-II
CUSTOMER JOURNEY MAP

DATE	06 NOVEMBER 2022
TEAM ID	PNT2022TMID20947
PROJECT NAME	STATISTICAL MACHINE LEARNING APPROACHES TO LIVER DISEASE PREDICTION

CUSTOMER JOURNEY MAP

User journeys

1`phases	Undergo pre-diagnosis tests	Login to the web application	Input necessary details
2 steps	Visit nearest laboratories and take blood test	Login to existing Account or create new one	Information gathering and apply those data
3 feelings	Building excitement,cost of effort	Confusion,doubt in choice	Happy if the test is negative
4 pain points	The information was not clear at first	Difficult to understand disease information confusion	Missed opportunities for initial treatment
5 opportunities	Complete knowledge about disease helps recover	Know about all the health and unhealthy conditions	Decision depends on specialist and conditions of people