

# CUSTOMER JOURNEY

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, aka the stakeholder in your project. The information you add here should be representative of the observations and research you've done about your users.

## 1 Phases

High-level steps your user needs to accomplish from start to finish

Motivation

Discovery

Predict the likelihood of the liver disease

Review

## 2 Steps

Detailed actions your user has to perform

To know the affects of the Liver Disease

Importance of early diagnosis

To get a second opinion whether he/she has liver disease

Find out the effectiveness of the treatments available

Make a list of all your medications, vitamins and supplements

Carry out precise measurement of the predictors

Upload the necessary biological inputs to carry out prediction

Recevier the result

Consulting another Doctor

Provide review

Take necessary treatment for the liver disease

## 3 Feelings

What your user might be thinking and feeling at the moment



Hopeful

Positive

Trust the results

Belief



Anxiety

Nervous

Scared

Frightened

Disturbed

Dissatisfaction

Fear

Doubtful of treatments

Scared

## 4 Pain points

Problems your user runs into

Uncertain on how to take necessary treatment

Doubtful of diagnosis results

The person may not have enough money for check-up or diagnosis

Dubious about the accuracy of the results

Afraid of whether it would lead to some long-term problem

Network Problems

Incorrect measurements of results lead to misclassification

Result Accuracy

Privacy

## 5 Opportunities

Potential improvements or enhancements to the experience

By providing detailed explanation of the situation

Providing Assurance of the test results

Awareness about how the classification works

Provide detailed results for better clarification

To display treatment methods

Deploy the application in mobile and cloud

Discovery of the type of Liver Disease

Improving the application by solving issues faced by users

Display reslies of the users