Chronic Kidney Disease User/ Customer

Project Name: Early Detection of Chronic Kidney Disease using Machine Learning

SCENARIO
Installing, Accessing & Detecting the CKD using App

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?