

CUSTOMER JOURNEY

PROJECT ID: PNT2022TMID05405

PROJECT NAME: Deep Learning Fundus Image Analysis for Early Detection of Diabetic Retinopathy

STEPS What does the person (or group) typically experience?	<div>They check up with their doctor for the results</div> <div>Patients can get the results</div> <div>Is there a way for patients to check up with the doctor?</div> <div>Send messages to remind them to check up with the doctor</div>	<div>As the model develops and identifies the type of Retinopathy by the patient's eye fundus image, the doctor would be notified if the result will match their hunch.</div> <div>They will not wait for the results</div>	<div>As the model develops and identifies the type of Retinopathy by the patient's eye fundus image, the doctor would be notified if the result will match their hunch.</div> <div>While using the model, the user may be immersed in it if they find the application to be convenient to work with.</div>	<div>User will be amazed and thrilled to get fast and accurate results as previously this task was time-consuming.</div>	<div>User may be excited to interact with business partners to implement model at a large scale.</div>
Interactions What interactions do they have at each step along the way? People: Who do they want to talk to? Things: What digital touchpoints or physical objects would they use?	<div>Patients can check up with the doctor for the results</div> <div>Patients can check up with the doctor for the results</div> <div>Patients can check up with the doctor for the results</div> <div>Patients can check up with the doctor for the results</div>	<div>Patients can check up with the doctor for the results</div> <div>Patients can check up with the doctor for the results</div> <div>Patients can check up with the doctor for the results</div> <div>Patients can check up with the doctor for the results</div>	<div>The doctor/lab technician interacts with the computer/device classifying the disease.</div>	<div>If the user is a doctor/hospital professional, they would have to interact with the patients to inform the results.</div> <div>Patients may recommend the product to other patients.</div>	<div>There will be more patient-doctor interactions or more patients would visit this particular hospital as it gives fast accurate results.</div> <div>They try how to expand their products with other business partners.</div>
Goals & motivations At each step, what is a person's primary goal, or motivation? ("Help me..." or "Help me avoid...")	<div>This product saves time for the patient to wait for their results.</div> <div>The cost for finding the disease using this product will be less.</div>	<div>"Help to get fast and accurate results."</div> <div>"Help me avoid a complicated procedure."</div>	<div>"Hope handling of the model is easy."</div> <div>Uploading data should be easy and quick.</div>	<div>Help me avoid data leakage.</div>	<div>Help me extend the solution to other business partners.</div> <div>Help me develop the model into a large scale solution.</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Surveying people and exploring various solutions might interest some people.</div> <div>Patients can check up with the doctor for the results</div>	<div>Patients can check up with the doctor for the results</div> <div>Patients can check up with the doctor for the results</div>	<div>User does not have to do any tedious task that will feel tedious as the process is automated.</div> <div>As the results arrive in a few seconds, user will be able to work on other tasks.</div>	<div>The model could be extended to detect other diseases too which would lead to faster diagnosis.</div>	<div>The solutions which implemented will save lots of cost which may delight the hospital management.</div> <div>As the solutions would provide quick accurate results, patients would be more relieved as they don't have to wait for long.</div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>The user may get frustrated if the consequences that will happen in the future.</div>	<div>Patients can check up with the doctor for the results</div> <div>Patients can check up with the doctor for the results</div>	<div>As not all people may be educated, if UI of the application is not user-friendly user may be frustrated.</div> <div>As the process may require registration of user and is cost-effective customer user may have data privacy concerns.</div>	<div>If the process gets complicated user may get irritated.</div> <div>If other competing hospitals manage to adopt the same product, and make mistakes it might affect the user's business.</div>	<div>If the model prediction does not match the doctor's diagnosis, it may cause confusion and stress.</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Patients can check up with the doctor for the results</div> <div>Patients can check up with the doctor for the results</div>	<div>Patients can check up with the doctor for the results</div> <div>Patients can check up with the doctor for the results</div>	<div>Navigation comments and chatbot like tools to guide user.</div> <div>Can engage users in some activity like games while waiting for the result.</div>	<div>Sending notifications or emails to the respective patients and doctors about the predicted results.</div> <div>Extend server storage to handle increased user traffic.</div>	

