Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Product School

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Detecting Parkinson's Disease Using Machine Learning
TEAM ID: PNT2022TMID00582

SCENARIO

Browsing, booking, attending, and rating a local city tour

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?

Online Advertisements
Campaigns / Social Media
Browsing
Word of Mouth/ Personal Research
Doubt / Hesitation
Others experience

Register/ Login
User enters basic details and is
Meticulous focused.

Upload hand-drawn image to the strategies
Analyse / Download the result provided by the application
application
Go through suggested treatment
Over-Whelmed
Stressed/Frustrated

Have clear understanding about the nature of the disease
Have basic idea about the treatment strategies
Have a prediction of the condition

Visits the doctor and feedback discusses about the result
Provides online
Shares his experience on public websites such as quora

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?

React to social media have post/ Comments
Use public interaction websites such as Quora.
Ask friend and relatives if they used the website.
Discuss the authenticity, advantages and disadvantages of the app with pre registered users.
Approach an Online Community for help

Enter the user information through the use of forms
Have someone with basic computer skills to fill the details

Interact with the application and fill in the details
Request someone to foresee the correctness of submission
View sample submissions to better understand the requirement

Interacts with friends about the usability of the website
Satisfied nature

User talks about the application with friends and relatives
Spread the word about the usability of the application
Discuss the results with the doctor

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

To predict the condition through easy means
To find a hassle free method for the detection of Parkinson s
Check for all of the existing methods for the detection and perform a comparison
To look for an application that eliminates the physical barriers and makes detection simple.

View the UI of the application
Get started with the prediction.
Know about the prerequisites

To get an accurate prediction of the disease
To perform a preliminary analysis
To understand about the disease.
To know about the available treatement strategies

Detailed research about the suggested treatment options
Move on to further steps based on the observed prediction
Move for higher council

A better understanding about existing condition before visiting the doctor
Decide on the treatment options
Elimination of Confirmation Bias

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

The relief of knowing that there is method that is free.
The fact that early detection can help in better treatment.
Finding that an online application can help in proper prediction of the disease.

Detailed information about the disease.
UI that is easy to use and innate in nature.
Simple Registration Process

No complex requirements needed for prediction.
Easy method to get the prediction
Download report for further analysis

Guidance about the treatement procedure
Accurate prediction of the condition

Exploration of multiple treatement operations.
Easy access and availability of the application.

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Unsure about the authenticity of the application
Overwhelmed about the number of options available.
Lack of trust

Very little knowledge about the condition
Very little prior experience/ understanding about the usage of technology

Poor quality of the uploaded image.
Poor Internet quality that can hinder the usage of the application
Inability to access the application to power failiures.

Application unable to render the report
Prediction of the condition deviates from the symptoms observed

Advice from others to not to trust such applications
Inability to render suggestions about the treatment options.

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

The self-intuitive nature that enables almost everyone to use the application
The user-friendliness of the application that encourages
It should understand the user problems.

Easy to use model of the application

Data processing at regular intervals
Lightweightness of the model that enables easy hosting
Simplistic nature

Focus on the security perspective of the user.
Use the data uploaded by the users for future purpose of prediction enhancement

Application can get feedback from the user
Application can send mail regarding the