ARTIFICIAL INTELLIGENCE

DIGITAL NATURALIST - AI ENABLED TOOL FOR BIODIVERSITY RESEARCHERS

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

COLLEGE OF ENGINEERING GUINDY

CUSTOMER/USER JOURNEY

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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.

Created in partnership with

P Product School

Share template feedback

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

	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?
Steps What does the person (or group) typically experience?		**Partnering with existing tech companies** — The naturalist app can be provided as a plug-in or an add-on to other applications like the camera app **Marketing on Social Media websites** — Advertisements can be given on the social media site to the targeted customers	**Redirected to web app's page** — The various capabilities of the app are displayed along with the compatibilities with different devices **Registration / Login** — First timers would be prompted to create an account and Existing users would be asked to login using their credentials
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?		User interacts with the feature presented as part of the original technology User interacts (views/clicks) with the Ad spaces of webpages	The user fills with the login/registration form to perform the corresponding action
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")		Help me find a better application to identify different species	Help us access the application after giving correct credentials
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		It motivates me to read more about plants and animals. Increases productivity by help finding the appropriate application quickly.	Smooth User Interfaces increases usability while entering credentials Secure user credentials allow the users to store login information without any trouble
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		Time consuming when you search for suitable applications for a long time Frustrating when we see a new species and not know anything about it	Annoying when the link to the app is broken Frustrated when the user forgets his/her username or password
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?		Promoting the app in places like hotels and tourist attractions	By providing navigation tips while using the application

Engage

In the core moments in the process, what happens?

Upload image	Submit image as input and wait for the process to be done	Get the results
The user would be prompted to upload image from an existing device storage or imported from a drive link	The user has to submit or upload a picture of the species which will be processed by the deep learning model	Name along with the details of the species will be displayed

User interacts with file browser or cloud storage websites	User clicks the submit button	User is notified that the search is completed via a message that is displayed on the website

Helps us upload input information in the form of an image	Helps us find the species information after uploading the corresponding image

The image is uploaded quickly regardless of format, size or quality	All the exact required and relevant information is displayed

Time-consuming when it takes time to submit images of larger size	The internet connection is too slow in the region so image uploading time increases	Server takes too long to respond

Facts can be displayed when the result is getting loaded

Exit

What do people typically experience as the process finishes?

View the results	Provide feedback	Provide rating to the results
User gains required information regarding the uploaded image	User provides feedback about the results	User is able to provide share their liking towards the app

Displayed results will be viewed by the user on the device's screen	User interacts with the feedback field to fill it	User rates the search on a scale of 1 to 5

Helps us by providing relevant information about the image searched	Helps me to use a better application (improved due to my feedback)

The results are accurate and informative	Helps me identify the web app as more reliable as it asks for feedback (shows eagerness to improve)

Annoyed because of wrong results	Annoying to fill ratings for each search

More detailed information and reference links can be provided

Extend

What happens after the experience is over?

Improve model using input	Store the searches	Improve web app using feedback
DL model is improved using the image submitted by the user	The app stores the search results of the logged-in user	Model is improved based on the feedback

User interacts with the search history component of the web app

Helps me to use a better application (improved due to the image I submitted)	Helps me save time if I want to refer to a previous search

Improving the model enhances the overall user experience

Users might not feel comfortable submitting their input photos

Related information on other species in the geographical region is suggested