

ARTIFICIAL INTELLIGENCE  
DIGITAL NATURALIST - AI ENABLED TOOL FOR BIODIVERSITY  
RESEARCHERS

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING  
COLLEGE OF ENGINEERING GUINDY

**CUSTOMER/USER JOURNEY**

<b>Date</b>	08 October 2022
<b>Team ID</b>	PNT2022TMID35185
<b>Project Name</b>	DIGITAL NATURALIST - AI ENABLED TOOL FOR BIODIVERSITY RESEARCHERS
<b>Maximum Marks</b>	4 Marks



## 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.

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### 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.

<div data-bbox="762 524 944 636"> <p>SCENARIO</p> <p><b>Browsing, booking, attending, and rating a local city tour</b></p> </div>	<div data-bbox="1131 495 1177 539"> </div> <p><b>Entice</b></p> <p>How does someone initially become aware of this process?</p>
<div data-bbox="722 683 769 728"> </div> <p><b>Steps</b></p> <p>What does the person (or group) typically experience?</p>	<div data-bbox="1139 683 1235 728"> <p><b>Partnering with existing tech companies</b></p> <p>The naturalist app can be provided as a plug-in or an add-on to other applications like the camera app.</p> </div> <div data-bbox="1251 683 1347 728"> <p><b>Marketing on Social Media websites</b></p> <p>Advertisements can be given on the social media site to the targeted customers.</p> </div>
<div data-bbox="722 835 769 880"> </div> <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li><b>People:</b> Who do they see or talk to?</li> <li><b>Places:</b> Where are they?</li> <li><b>Things:</b> What digital touchpoints or physical objects would they use?</li> </ul>	<div data-bbox="1139 869 1235 920"> <p>User interacts with the feature presented as part of the original technology</p> </div> <div data-bbox="1251 869 1347 920"> <p>User interacts (views/clicks) with the Ad spaces of webpages</p> </div>
<div data-bbox="722 1012 769 1057"> </div> <p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div data-bbox="1182 1012 1331 1095"> <p>Help me find a better application to identify different species</p> </div>
<div data-bbox="722 1144 769 1189"> </div> <p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div data-bbox="1131 1151 1251 1211"> <p>It motivates me to read more about plants and animals.</p> </div> <div data-bbox="1267 1151 1386 1211"> <p>Increases productivity by help finding the appropriate application quickly.</p> </div>
<div data-bbox="722 1258 769 1303"> </div> <p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div data-bbox="1131 1258 1251 1321"> <p>Time consuming when you search for suitable applications for a long time</p> </div> <div data-bbox="1267 1258 1386 1321"> <p>Frustrating when we see a new species and not know anything about it</p> </div>
<div data-bbox="722 1377 769 1422"> </div> <p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<div data-bbox="1195 1377 1315 1438"> <p>Promoting the app in places like hotels and tourist attractions</p> </div>

**TIP**

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is over?
<div>Redirected to web app's page</div> <div>The various capabilities of the app are displayed along with the compatibilities with different devices</div> <div>Registration / Login</div> <div>First timers would be prompted to create an account and Existing users would be asked to login using their credentials</div>	<div>Upload image</div> <div>The user would be prompted to upload image from an existing device storage or imported from a drive link</div> <div>Submit image as input and wait for the process to be done</div> <div>The user has to submit or upload a picture of the species which will be processed by the deep learning model</div> <div>Get the results</div> <div>Name along with the details of the species will be displayed</div>	<div>View the results</div> <div>User gains required information regarding the uploaded image</div> <div>Provide feedback</div> <div>User provides feedback about the results</div> <div>Provide rating to the results</div> <div>User is able to provide share their liking towards the app</div>	<div>Improve model using input</div> <div>DL model is improved using the image submitted by the user</div> <div>Store the searches</div> <div>The app stores the search results of the logged-in user</div> <div>Improve web app using feedback</div> <div>Model is improved based on the feedback</div>
<div>The user fills with the login/registration form to perform the corresponding action</div>	<div>User interacts with file browser or cloud storage websites</div> <div>User clicks the submit button</div> <div>User is notified that the search is completed via a message that is displayed on the website</div>	<div>Displayed results will be viewed by the user on the device's screen</div> <div>User interacts with the feedback field to fill it</div> <div>User rates the search on a scale of 1 to 5</div>	<div>User interacts with the search history component of the web app</div>
<div>Help us access the application after giving correct credentials</div>	<div>Helps us upload input information in the form of an image</div> <div>Helps us find the species information after uploading the corresponding image</div>	<div>Helps us by providing relevant information about the image searched</div> <div>Helps me to use a better application (improved due to my feedback)</div>	<div>Helps me to use a better application (improved due to the image I submitted)</div> <div>Helps me save time if I want to refer to a previous search</div>
<div>Smooth User Interfaces increases usability while entering credentials</div> <div>Secure user credentials allow the users to store login information without any trouble</div>	<div>The image is uploaded quickly regardless of format, size or quality</div> <div>All the exact required and relevant information is displayed</div>	<div>The results are accurate and informative</div> <div>Helps me identify the web app as more reliable as it asks for feedback (shows eagerness to improve)</div>	<div>Improving the model enhances the overall user experience</div>
<div>Annoying when the link to the app is broken</div> <div>Frustrated when the user forgets his/her username or password</div>	<div>Time-consuming when it takes time to submit images of larger size</div> <div>The internet connection is too slow in the region so image uploading time increases</div> <div>Server takes too long to respond</div>	<div>Annoyed because of wrong results</div> <div>Annoying to fill ratings for each search</div>	<div>Users might not feel comfortable submitting their input photos</div>
<div>By providing navigation tips while using the application</div>	<div>Facts can be displayed when the result is getting loaded</div>	<div>More detailed information and reference links can be provided</div>	<div>Related information on other species in the geographical region is suggested</div>