

Enchanted Wings: Species of Butterfly

Customer Journey Map

Entice

Goal: Discover the existence of a butterfly ID platform through a conservation group, biology class, or online.

Interaction: Hears about the app via social media, school, or nature forums.

Motivation: Help me find a fast, tech-enabled way to identify butterflies in the field.

Positive Moments: Excitement at using AI in wildlife identification.

Negative Moments: Initial distrust in system accuracy.

Opportunities: Add endorsements from trusted academic/research institutions.

Enter

Goal: Access the system and begin using it.

Interaction: Opens the website/app and lands on the upload page.

Motivation: Help me get started easily without tutorials.

Positive Moments: UI looks clean and inviting.

Negative Moments: Unsure of image size or supported formats.

Opportunities: Add drag-and-drop, show supported formats, give upload tips.

Engage

Goal: Upload a butterfly image and receive a prediction.

Interaction: Selects an image, system processes it, CNN makes a prediction.

Motivation: Help me know what species I've just photographed.

Positive Moments: Instant result, shows species name and confidence.

Negative Moments: Confused by low confidence or wrong prediction.

Opportunities: Add top-3 predictions, heatmap overlays, or links to details.

Exit

Goal: Use the result for research, education, or sharing.

Interaction: Result appears with option to save, share, or explore more info.

Motivation: Help me confirm and log this ID for personal or academic use.

Positive Moments: Learns scientific and common names, feels empowered.

Negative Moments: May forget to save result or exit without sharing.

Opportunities: Offer quick share/download buttons, save-to-history feature.

Extend

Goal: Revisit or recommend the platform.

Interaction: Receives email follow-up, sees identification history.

Motivation: Help me identify more butterflies easily.

Positive Moments: Feels a sense of contribution to conservation.

Negative Moments: No reminders or updates to re-engage.

Opportunities: Add user history, gamification (e.g. streaks, achievements), custom email tips.