

Project Design Phase-II

Customer Journey Map

Date	29 October 2022
Team ID	PNT2022TMID42852
Project Name	Digital Naturalist- AI Enabled tool for Biodiversity Researchers.

User journey

by the Design Team of Accenture Interactive NL



People
2-9










Time
30 min



Difficulty
Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for aka the stakeholder in your project. The information you add here should be representative of the observation and research you've done about your users.

Phases	Requirements needs	Image collection	Image preprocessing and segmentation	Getting the result of the image
High-level steps your user needs to accomplish from start to finish				
Steps	Selection of Parameter	Selection of methods to predict	Species & identification	
Detailed actions your user has to perform		Capture the image of the species and check the species is visible in image. Upload the image through the internet. Select the method of species and identify the information.	Identify the species by using image detection algorithms. The unnecessary images will be rejected. This image is processed analysed the information and interpret result	Finally the species is identified. It will estimate by using the advanced artificial intelligence algorithms.
Feelings	  	 		
What your user might be thinking and feeling at the moment	Introduction of exotic species	Habitat degradation	Overexploitation of species for human use	
Pain points	Failing to optimize bandwidth usage.	Traffic spikes	Slow server and loading time	
Problems your user runs into		Lack of technology and human resources occur sometimes. Mainly due to human activities, such as land use changes, pollution and climate changes.	Collecting of dataset can be expensive. The large dataset can lead to more time to obtain the result. Sometimes incorrect may be a problem.	It still has a high require data. Good quality needed for all. To identify the image is not a easy process.
Opportunities	Find sustain solution to challenges facing the world's natural habitats	Supports local & regional project	Respond to public feedback	
Potential improvement or enhancements to the experience		Image identification increase the efficiency. It provides much quicker and accurate result.	Appropriate image identification gives an excellent output. Then it is easy to verify the parameter and can identify the exact species.	The utilization of data in decision making allows us to make decisions based on evidence, and also speed up the things by making it easier to share the prediction. It also has the advantage of making it easier to verify the result in future.

Share your feedback

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Click on the card to see the details of the user journey and the related content.

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