Project Design Phase – II
Customer Journey Map

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Project Name	Digital Naturalist - AI Enabled tool for Biodiversity Researchers.
Maximum Marks	4 Marks

Entice
How does someone initially become aware of this process?

- PARTNERING WITH THE COMPANIES IN THE SAME FIELD
- MARKETING WITH SOCIAL MEDIA WEBSITE
- THE NATURALIST APP CAN BE PROVIDED AS AN ADD ON WITH OTHER APP
- AD CAN BE GIVEN ON THE SOCIAL MEDIA SITE TO THE TARGETTED CUSTOMERS

- USER INTERACT WITH THE FEATURE PRESENT AS A PART OF ORIGINAL TRCH
- USER INTERACTS WITH TE AD IN SOCIAL MEDIAS

- HELPS TO IDENTIFY DIFFERENT SPECIES OF ANIMALS AND PLANTS

- IT MOTIVATES ME TO READ MORE ABOUT PLANTS AND ANIMALS SPECIES
- MAKES EASY TO IDENTIFY DIFFERENT SPECIES OF ANIMALS AND PLANTS

- FRUSTRATING WHEN WE UNABLE TO FIND THE SPECIES NAME

Enter
What do people experience as they begin the process?

- **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

- The user fills with the login/registration form to perform the corresponding action

- Help us access the application after giving correct credentials

- Smooth User Interfaces increases usability while entering credentials
- Secure user credentials allow the users to store login information without any trouble

- Annoying when the link to the app is broken
- Frustrated when the user forgets his/her username or password

Engage
In the core moments in the process, what happens?

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

Exit
What do people typically experience as the process finishes?

- **View the results** — User gains required information regarding the uploaded image
- **Provide feedback** — User provides feedback about the results
- **Provide rating to 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

| Customer Feeling
What is the customer feeling?
Tip: Use the **emoji app** to express more emotions	🤔	😃	😍	🥵
Backstage				
Opportunities
What could we improve or introduce?	Easier navigation for new users	Query options	More accurate results	Avoid sharing of incorrect data
Process ownership
Who is in the lead on this?	User	User	User	User and other people

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