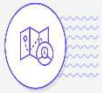


Customer Journey

Date	13 October 2022
Team ID	PNT2022TMID39479
Project Name	Digital Naturalist – AI Enabled tool for Biodiversity Researchers
Maximum Marks	4 Marks



Customer experience journey map

Digital Naturalist

	Entice	Enter	Engage	Exit	Extend
Entice How does someone initially become aware of the process?	Enter What do people experience as they begin the process?	Engage What can you make of the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the order comes to life?	
Steps What are the primary steps/points of the experience?	Research on the project Initial contact with the team	Registration Initial setup First report	Onboarding Initial setup First report	Onboarding Initial setup First report	Onboarding Initial setup First report
Interactions What interactions do they have at each step along the way? * People: Who do they meet or talk to? * Places: Where do they go? * Things: What objects, documents or physical objects do they use?	Facilities Subject to the needs of the project Initial setup	Client Services Initial setup	Subject to the needs of the project Initial setup	Subject to the needs of the project Initial setup	Subject to the needs of the project Initial setup
Goals & motivations As a user, what is a person's primary goal or motivation? (e.g. "I hope to... or "I hope to avoid...")	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup
Positive moments What are the most positive moments in the experience, and why? (e.g. "I love the...")	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup
Negative moments What are the most negative moments in the experience, and why? (e.g. "I hate the...")	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup
Areas of opportunity How might we make this better? What can we do next? What opportunities are there?	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup	Initial setup Initial setup Initial setup