

## 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 How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage If they can, how much of the process will they support?	Exit What do people typically expect once on the process is over?	Extend What happens after the experience is over?
<b>Steps</b> What steps in the process would you only experience?	Research on biodiversity data	Registration and account creation	Access to the data and tools	Download of the data and tools	Training and support
<b>Interactions</b> What interactions do they have at each step along the way? • People: Who do they need to talk to? • Places: Where do they go? • Things: What digital or physical objects would they use?	Facebook Researcher's needs Researcher's data	Check for the data	Check for the data	Check for the data	Check for the data
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("I hope to..." or "I hope to avoid...")	Researcher's needs Researcher's data	Check for the data	Check for the data	Check for the data	Check for the data
<b>Positive moments</b> What does this step feel like? (e.g., fun, productive, fun, motivating, exciting, or exciting?)	Researcher's needs Researcher's data	Check for the data	Check for the data	Check for the data	Check for the data
<b>Negative moments</b> What does this step feel like? (e.g., frustrating, confusing, boring, or time-consuming?)	Researcher's needs Researcher's data	Check for the data	Check for the data	Check for the data	Check for the data
<b>Areas of opportunity</b> How might we make each step better? (What can we do now?) What opportunities exist?	Researcher's needs Researcher's data	Check for the data	Check for the data	Check for the data	Check for the data