

**PROJECT DESIGN PHASE-II**  
**CUSTOMER JOURNEY MAP**

Date	22 October 2022
Team ID	PNT2022TMID27778
Project Name	Emerging Methods For Early Detection of Forest Fires
Maximum Marks	4 Marks

CUSTOMER JOURNEY

Based on ten customer interviews and observations from the Fairplane Guided City Tours team

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SCENARIO

Browsing, booking, attending, and rating a local city tour

Steps

What does the person (or group) typically experience?

Entice

How does someone initially become aware of this process?

Give alert

IoT based technology

UAV sensor captures information and officials get alert

It define temperature rise

Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

Navigation app

Captures the pictures of affecting place or group

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me to control forest fire

Help me avoid for the wrong data locations or number of people

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Affected areas photos, videos, and explanations

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Wildlife emit CO2 and other green house gases

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Our camera is used to record real time views

Enter

What do people experience as they begin the process?

Location

Complete information about the fire

Finding the affecting part of the forest

They check how bad the fire will affect

Detecting through Sensor

Sending Signals

Help me commit to going on this location

Help me feel confident that my situation is finalized and tell me what to do next

Excitement for new generation

We need to fit the camera in safe location

Video will be converted fire frames

Engage

In the core moments in the process, what happens?

Arrive at location

Meet the affecting people

Using their own means of transportation, the official makes their way to the location at the scheduled

Officials meet the affecting people and other people who

locations tend to start in a specific public space

Direct interactions with the official, potentially other group members

Some official include interactions with local people

Help me feel confident about where to go

Help me feel good about my decision

Fire intensity

To pinpoint the exact location of the fire

Frames will be processing wire to detect the fire

Exit

What do people typically experience as the process finishes?

Leave the affected area

Prompt for review

The officer wraps up the situation and everyone heads their separate ways

One hour after the mission finishes, an email and in-app notification prompt others for a review

Direct interactions with the officers, potentially other group members

Information about affecting area and people

Help me leave the place with good feelings and no awkwardness

Use the current land

wildlife are affected

Helpful for future life

Extend

What happens after the experience is over?

New generation

Health issues

Toxins

Wildflowers and weed are the first plants to move after the wildfire

People prone to have cardiovascular and other breathing problems

Different chemicals in the smoke are aldehydes, sulphur dioxide

Completed experiences section of the profile through sensors

Recommendations span across satellite, navigation app

Help me see what I've done before

Help me see what I could be doing next

Detection of the fire pattern

They clear way diseased trees

It causes diseases

Usage of advanced sensors