Project

Design

Phase-2

Customer

Journey Map

Date	23 October 2022
Team ID	PNT2022TMID45711
Project Name	Project – Natural Disaster Intensity Analysis and Classification Using Artificial Intelligence
Maximum Marks	4 Marks

Customer Journey Map for "Natural Disaster Intensity Analysis and Classification Using Artificial Intelligence":

Step-1: Goals and needs

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Customer look for the name of the disaster	Connect with the goals account / Emergency / Take photo	prepared ness / Stay in a safe area or a shelter / Practice safety drills / Stay connected and updated	Creating awareness among the people / sharing the world expertise during the natural disaster / Giving ideas to protect them during disaster
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Unwanted Advertisement / Popup messages	Irrelevent informations / Multiple verification steps / Payed information	Try no to be panic / Always keep emergency kits / Plan for alternate location / proper awareness programs should be conducted	Sharing necessary things to the people who have affected / Sharing the effect of drastic disaster through social media / sharing disaster effect through phone calls or some intermediatory
Touchpoint What part of the service do they interact with?	Press/Media social media Advertisement Flyers Telemarketing	Email / Advertisement / google notificaion	always keep firs ai kit / listen to local officials / Be mindful of different kinds of disaster / create an evacuation plan	sharing different perspectives of disaster / sharing food,cloths to the people / proper acknowledgement and sharing the proper ideology behind the disaster
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🥸	🤔	🙁	🥶
Backstage				
Opportunities What could we improve or introduce?	A website can be created which identifies	The website can be made secure and more accurate so that it will	The customers can give a image as Input and the type of natural	The website can be made available to everyone who need to
Process ownership Who is in the lead on this?	After he website is created it will be in charge of NDRF.	The NDRF team is in lead of the website.	The NDRF team is in lead of the website.	The NDRF team is in lead of the website.

Step 2: Journey Steps

Step 3: Journey Outcomes

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

Customers can easily identify the type of natural disaster.	Easy to identify the natural disaster when disaster image given as input.	Intensity identification when given a disaster image as input.

What can they finally avoid doing?

No need for the continuous searching for the type of disaster.	No need to worry about the intensity calculation of that disaster.	They may not worry about image quality. Produce accurate result.

What changed in my environment?

Earlier identification of natural disaster and intensity analysis.	Due to the product, there is a reduction of risk due to disaster.	The loss of lives and ecosystem are prevented due to easier identification

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