DIGITAL NATURALIST - AI ENABLED TOOL FOR BIODIVERSITY RESEARCHERS

PLANNING DESIGN PHASE II

CUSTOMER JOURNEY MAP

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Project Name	Digital naturalist - ai enabled tool for biodiversity researchers
Maximum marks	4 Marks

Customer Journey Map

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

Product School

Share template feedback

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO **Browsing, booking, attending, and rating a local city tour**	**Entice** How does someone initially become aware of this process?
Steps What does the person (or group) typically experience?	**Partnering with existing tech companies** / **Marketing on Social Media websites** The naturalist app can be provided as a plug-in or an add-on to other applications like the camera app / Advertisements can be given on the social media site to the targeted customers
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?	User interacts with the feature presented as part of the original technology / User interacts (views/clicks) with the Ad spaces of webpages
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Help me find a better application to identify different species
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It motivates me to read more about plants and animals. / Increases productivity by help finding the appropriate application quickly.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Time consuming when you search for suitable applications for a long time / Frustrating when we see a new species and not know anything about it
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Promoting the app in places like hotels and tourist attractions

Enter
What do people experience as they begin the process?

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

Exit
What do people typically experience as the process finishes?

Extend
What happens after the experience is over?

Enter		Engage			Exit			Extend		

Purple row:

- **Enter:**
  - 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

- **Engage:**
  - 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

- **Exit:**
  - 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

- **Extend:**
  - Improve model using input — DL model is improved using the image submitted by the user
  - Store the searches — The app stores the search results of the logged-in user
  - Improve web app using feedback — Model is improved based on the feedback

Blue row:

- **Enter:** The user fills with the login/registration form to perform the corresponding action
- **Engage:**
  - 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
- **Exit:**
  - 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
- **Extend:** User interacts with the search history component of the web app

Yellow/orange row:

- **Enter:** Help us access the application after giving correct credentials
- **Engage:**
  - Helps us upload input information in the form of an image
  - Helps us find the species information after uploading the corresponding image
- **Exit:**
  - Helps us by providing relevant information about the image searched
  - Helps me to use a better application (improved due to my feedback)
- **Extend:**
  - Helps me to use a better application (improved due to the image I submitted)
  - Helps me save time if I want to refer to a previous search

Green row:

- **Enter:**
  - Smooth User Interfaces increases usability while entering credentials
  - Secure user credentials allow the users to store login information without any trouble
- **Engage:**
  - The image is uploaded quickly regardless of format, size or quality
  - All the exact required and relevant information is displayed
- **Exit:**
  - The results are accurate and informative
  - Helps me identify the web app as more reliable as it asks for feedback (shows eagerness to improve)
- **Extend:** Improving the model enhances the overall user experience

Pink row:

- **Enter:**
  - Annoying when the link to the app is broken
  - Frustrated when the user forgets his/her username or password
- **Engage:**
  - 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:**
  - Annoyed because of wrong results
  - Annoying to fill ratings for each search
- **Extend:** Users might not feel comfortable submitting their input photos

Yellow row:

- **Enter:** By providing navigation tips while using the application
- **Engage:** Facts can be displayed when the result is getting loaded
- **Exit:** More detailed information and reference links can be provided
- **Extend:** Related information on other species in the geographical region is suggested