

Project Design Phase-2
Customer Journey Map

Date	14 OCTOBER 2022
Team ID	PNT2022TMID27338
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

This is the journey of a



Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?













































What do they struggle with most?



What tasks do they have?



Step 2: Journey Steps

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?		  	   	  
Needs and Pains What does the customer want to achieve or avoid? Tip: Remove ambiguity, e.g. by using the first person narrative.	 	  	   	  
Touchpoint What part of the service do they interact with?	 Flyers Telemarketing	  	   	  
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions				
Strategy				
Opportunities What could we improve or introduce?	<div>A website can be created which identifies</div>	<div>The website can be made secure and more accurate so that it will</div>	<div>The customers can give a image as input and the type of natural</div>	<div>The website can be made available to everyone who need to</div>
Process ownership Who is in the lead on this?				 <i>third</i>

Step 3: Journey Outcomes

