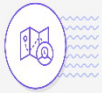


## Customer Journey

Date	13 October 2022
Team ID	PNT2022TMID06561
Project Name	Digital Naturalist – AI Enabled tool for Biodiversity Researchers
Maximum Marks	4 Marks



### Customer experience journey map

#### Digital Naturalist

	Entice	Enter	Engage	Exit	Extend
<b>Entice</b> How does someone initially become aware of this process?	<b>Enter</b> What do people experience as they begin the process?	<b>Engage</b> If the user interacts in the process, what happens?	<b>Exit</b> What do people typically experience as the process finishes?	<b>Extend</b> What happens after the user starts to use?	
<b>Steps</b> What steps in the process could typically happen?	Research on biodiversity data Research on biodiversity data	Registration Account setup Data upload	Use the tool Data analysis Data export	Get feedback Data analysis Data export	Feedback loop Data analysis Data export
<b>Interactions</b> What interactions do they have at each step along the way? • People: Who do they interact with? • Places: Where do they interact? • Things: What digital or physical objects do they use?	First actions Account setup Data upload	Check for data Data upload	Check for data Data upload	Check for data Data upload	Check for data Data upload
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? (e.g., "I want to see my data" or "I want to see my data")	Research on biodiversity data Research on biodiversity data	Registration Account setup Data upload	Use the tool Data analysis Data export	Get feedback Data analysis Data export	Feedback loop Data analysis Data export
<b>Positive moments</b> What are the positive moments in the experience, and why? (e.g., "I want to see my data" or "I want to see my data")	Research on biodiversity data Research on biodiversity data	Registration Account setup Data upload	Use the tool Data analysis Data export	Get feedback Data analysis Data export	Feedback loop Data analysis Data export
<b>Negative moments</b> What are the negative moments in the experience, and why? (e.g., "I want to see my data" or "I want to see my data")	Research on biodiversity data Research on biodiversity data	Registration Account setup Data upload	Use the tool Data analysis Data export	Get feedback Data analysis Data export	Feedback loop Data analysis Data export
<b>Areas of opportunity</b> How might we make each step better? What can we do next? What are others suggesting?	Research on biodiversity data Research on biodiversity data	Registration Account setup Data upload	Use the tool Data analysis Data export	Get feedback Data analysis Data export	Feedback loop Data analysis Data export