Project Design Phase-II
Customer Journey map

Date	12 October 2022
Team ID	PNT2022TMID17906
Project Name	Natural Disaster Intensity Analysis and Classification using Artificial Intelligence
Maximum Marks	4 Marks

Customer journey map:

	Entice How does someone initially become aware of this process?	**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?
Steps What does the person (or group) typically experience?	Online campaigns; Peers — Online Campaigns raising awareness about the features of the application; People get to know about the app through their peers	Confusion — users may not be sure about the natural disaster which is currently present	Browsing; Enter website; Upload Video feed; Identification of the natural disaster; Intensity analysis and Report	Knowledge about the disaster the user's currently experiencing	Necessary actions to lower the damage from the disaster are taken.
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?	Interact with peers to know about the application. Browse online campaigns to get awareness of the application	Mobile or desktop application	Disastrous environment; Handheld device or desktop; Video or Digital camera	Web application	Fellow survivors
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Gain knowledge about the application	Identify the natural Disaster	Classify the natural disaster	Detailed information on the provided input	Identify mitigative measures
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Enthusiasm towards such a fascinating application			Relief upon gaining knowledge on the current situation	Confidence is boosted after analysing the situation using the application
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		Self disgust towards the lack of knowledge about the situation			Frustation while the mitigative measures become ineffective.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?		Improve the method to capture the input feed	Improve the accuracy of the classifier	Improve the statistics used in the report to provide better insights	