CUSTOMER JOURNEY MAP

Project name: Digital Naturalist- AI Enabled tool

for Biodiversity Researchers

Team ID   :   PNT2022TMID18534

❶ Phases — High-level steps your user needs to accomplish from start to finish	AWARENESS	RESEARCH	SELECTION & USAGE	ADVOCACY
❷ Steps — Detailed actions your user has to perform	Users needs an AI build application to identify bio-diversity(species)	Compare software by its applications and advantages	Decide which software to use & Contact the developer to know more about the app	Share the feedback of software to the developer
❸ Feelings — What your user might be thinking and feeling at the moment 👍	Nervous, Exciting - To learn about bio-diversity. Fear - choosing wrong application	Nervous, Fear, anxiety, overwhelmed - about finding a useful and good application	Fear - choosing the wrong application, Exciting - to use and test the app	Exiting, responsible, Nervous - about sharing feedback with the developer
👎	Disappointing on showing wrong information	Not able to contact developers to test the app	Inexperienced users finds difficult to use the app	Not able to contact the developer or give valid feedback
❹ Pain points — Problems your user runs into	Application Not supported to their device	App drains the battery quickly, must choose the correct application from lot of different options	Network issues or Bugs	Error in Identifing objects & informationcorrectly, must communicate efficiently and professioanlly with valid points
❺ Opportunities — Potential improvements or enhancements to the experience	Complete information of the app for the customer to read	App functions smoothly and multiple ways for support	Complete description with all details and reports and testimonials	Giving the basic description in a simple manner so that users can give feedback