

# Project Design Phase-II

## Customer Journey Map

Date	18 October 2022
Team ID	PNT2022TMID28260
Project Name	Natural Disasters Intensity Analysis And Classification Using Artificial Intelligence
Maximum Marks	4 Marks

## CUSTOMER JOURNEY MAP



### 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.

**TIP**  
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

<b>Natural disasters intensity analysis and classification using AI</b>	 <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> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is over?
 <b>Steps</b> What does the person (or group) typically experience?	<div>Users become aware of the AI model through advertisements and social media</div> <div>Users become aware of this model through the government and nature protecting agencies</div>	<div>Video frames captured for the intensity analysis</div> <div>Classification and prediction results of the disasters</div>	<div>Classifies the natural disaster and tells the intensity of disaster</div> <div>Evaluating existing conditions of exposure and vulnerability that can harm people and environment</div>	<div>Determination of the nature and extent of disaster risk</div> <div>Triggering an alarm to alert people if disaster is predicted</div>	<div>Establishing link with government and organizations for Mitigation</div> <div>Implementing Helpline, Awareness and Threshold Actuating Systems</div>
 <b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li></ul>	<div>Interaction with people who are familiar with product</div> <div>In the workplaces and publicplaces</div>	<div>Use of hardware on-screen interfaces to communicate</div> <div>Interaction with technical experts</div>	<div>Interaction with scientists and disaster analysts</div> <div>Interaction with videocam for continous monitoring</div>	<div>Communicate their feedback to service providers</div> <div>Contact the helpline in case of disaster detection</div>	<div>Interaction with the government agencies for taking appropriate functions</div> <div>Interaction with other people to spread awareness</div>
 <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Simple user friendly UI</div> <div>To gain knowledge in the field of natural disaster classification</div>	<div>To make full use of the functionality of the model</div> <div>Time bound support</div>	<div>Improved response time</div> <div>Accurate prediction</div>	<div>Examining the numbers of fatalities, injuries</div> <div>Preventing loss of life and property</div>	<div>Ensuring better service to customers</div> <div>Improvisation based on feedback provided</div>
 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Motivated to save human and property</div> <div>Productive algorithms and calculations for disaster classification</div>	<div>Delightful user interface experience</div> <div>Exploring the possibility of a continuous self-learning model using DL</div>	<div>Designing light weight Web Application</div> <div>Training and testing of model</div>	<div>Periodic forecasting without interruption</div> <div>Ensuring Robust Operation across terrains and climates</div>	<div>Examining the financial damage caused</div> <div>Implementing Helpline, Awareness and Threshold Actuating Systems</div>
 <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Time consuming analysis</div> <div>Complexity of algorithms</div>	<div>Fear of losing data</div> <div>Costly hardware and software components</div>	<div>Collection of large set of data is time consuming</div> <div>Frustration due to long duration of training of model</div>	<div>Failure due to technical issues</div> <div>Anger due to some error in results</div>	<div>Examining the false triggering and correcting it</div> <div>Fear of loss of life and property</div>
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Increased brand loyalty</div> <div>Advertising the model to public</div>	<div>Betterment of accuracy in prediction</div> <div>Retrieval of Training and testing data</div>	<div>Designing light weight Web Application</div> <div>Addition of more number of data</div>	<div>Optimizing the AI Model with respect to real world environment.</div> <div>Periodic forecasting without interruption</div>	<div>Maximizing the uptime of the Web App Service</div> <div>Examining the false triggering and correcting it</div>