Project Design Phase-II
CUSTOMER JOURNEY MAP

Date	20 October 2022
Team ID	PNT2022TMID28120
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?
Scenario: Analyzing and classifying the intensity of cyclone by app				TIP As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.	
Steps What does the person (or group) typically experience?	Advertisement / Awareness programs Giving advertisement about the app in social media, TV / Creating awareness among the people about the app how it works	Location / Verification status Getting the users location and intimating them about the nearby cyclone / Many verification steps to verify that he/she is a valid user	Monitoring / Warning Service Monitoring the place where the cyclone strikes / Warning the nearby people where the cyclone affects	Preparedness / Risk Knowledge Getting prepared for medical emergency / It shows the impact of vulnerabilities	Response capability / Rescue process Relocating to safer place / Volunteers involves the process of rescue from affected places
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 the website where we can find this app / Interact with service provider to know how to use the app	Sending information as notification / Interact with the user to get the user information	Interact with AI bot in the App / Accessing resource / People near coastal area can also interact with this app	Communicating with local officials / Users can interact with their family to get prepared for the cyclone	Interact with the service provider for new updates / Interact directly with the customers for feedback
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Helps me to know the intensity of cyclone Helps me to access the resource easily	Helps me to analyze and classify the intensity of cyclone Helps me to get information through notification	Helps me to adapt the situations Helps me to evacuate to safer place before the disaster	Helps me to prepare before the disaster Helps me to monitor the cyclone continuously	Helps me to keep records of the cyclone Helps me to avoid getting panic at that situation
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is excited to know information about the cyclone / It is productive to know about the intensity level	It is very delightful that the app consumes less storage space / It is very useful to get the information of the cyclone in the early stages	It is motivating to use this app as it is user friendly / It is productive to know the frequent updation about the cyclone	It is very delightful that my personal informations are very safe in this app / It is useful to develop the culture of prevention	It helps to get the clear view about the cyclone / It helps to reduce the loss of life by indicating before
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People are frustrated because of danger of death during cyclone / People are confused of what to do when they hear about cyclone	People are in fear of when this disaster will end / It is not suitable for IOS	It is frustrating to see unwanted ads / It requires frequent updation	It works only with network reliance / There is more occurancy of error	Lack of access to poor farmer / It makes me angry because of server issues
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Increase the efficiency of the app	Reduce the time consumption for giving results	Improve consistency in app design	Create offline mode incase that network connection drops	improve the app for working in IOS