





Project Design Phase – II

Customer Journey Map

Date	04 November 2022
Team ID	PNT2022TMID36992
Project Name	Digital Naturalist - AI Enabled tool for Biodiversity Researchers.
Maximum Marks	4 Marks

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	To know about the species	Identify the species faster Additional safety information about the species Explore the species behaviour	User fetch their information Upload the captured image Fast prediction	To know the list of species in the biodiversity Save the life of the researchers
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Get the information faster Incorrect data about the species	User friendly approach to identify Identify the species accurately Difficult to capture clear image	Accurate prediction It consume less time to scan	More secure and accurate Short time has to be taken to rescue
Touchpoint What part of the service do they interact with?	webpage	Home page and user login page Guidance page which guides the user how to use	Usage of better algorithms Result page that has species information	Rescue the people from dangerous region. To know about the rare species.
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions				
Backstage				
Opportunities What could we improve or introduce?	Easier navigation for new users	Query options	More accurate results	Avoid sharing of incorrect data
Process ownership Who is in the lead on this?	User	User	User	User and other people

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