

Customer Journey

Date	12 October 2022
Team ID	PNT2022TMID26799
Project Name	Digital Naturalist – AI Enabled tool for Biodiversity Researchers
Maximum Marks	4 Marks



Customer experience journey map

Digital Naturalist

	Discover Browsing, looking, attending, and visiting a local city tour	Entice How does someone find the activity aware of the location?	Enter What do people expect when they begin the process?	Engage What can they learn from the process, what support?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person go through to complete the task?		Research on the location of the activity Check the location of the activity	Registration to the activity Check the location of the activity	Check the location of the activity Check the location of the activity	Check the location of the activity Check the location of the activity	Check the location of the activity Check the location of the activity
Interactions What interactions do they have with the system during the process? • People: What do they need to know? • Places: Where do they go? • Things: What do they need to know about the location?		Research on the location of the activity Check the location of the activity	Registration to the activity Check the location of the activity	Check the location of the activity Check the location of the activity	Check the location of the activity Check the location of the activity	Check the location of the activity Check the location of the activity
Goals & motivations To what end, what is the person's primary goal or motivation? If they are, what do they need to know?		Research on the location of the activity Check the location of the activity	Registration to the activity Check the location of the activity	Check the location of the activity Check the location of the activity	Check the location of the activity Check the location of the activity	Check the location of the activity Check the location of the activity
Positive moments What are the positive moments in the experience, what do they need to know about the location?		Research on the location of the activity Check the location of the activity	Registration to the activity Check the location of the activity	Check the location of the activity Check the location of the activity	Check the location of the activity Check the location of the activity	Check the location of the activity Check the location of the activity
Negative moments What are the negative moments in the experience, what do they need to know about the location?		Research on the location of the activity Check the location of the activity	Registration to the activity Check the location of the activity	Check the location of the activity Check the location of the activity	Check the location of the activity Check the location of the activity	Check the location of the activity Check the location of the activity
Areas of opportunity How would we make each step better? What can we do to improve the experience?		Research on the location of the activity Check the location of the activity	Registration to the activity Check the location of the activity	Check the location of the activity Check the location of the activity	Check the location of the activity Check the location of the activity	Check the location of the activity Check the location of the activity