**Project Design Phase-II**


**Customer Journey MAP**

| Date | 13 October,2022 |
|------|-----------------|
| Team ID | **IBM-Project-31445-1660200428** |
| Project Name | Emerging Methods for Early Detection of Forest Fires |

# Customer Journey MAP

**Emerging Methods for Early Detection of Forest Fires**

Satellites can be an important source of data prior to and also during the Fire due to its reliability and efficiency. The various real-time forest fire detection and prediction approaches, with the goal of informing the local fire authorities.

| Entice | Enter | Engage |
|---|---|---|
| How does someone initially become aware of this process? | What do people experience as they begin the process? | In the core moments in the process, what happens? |

**Steps**
What does the person (or group) typically experience?

**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?

**Goals & motivations**
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

gain love towards nature

**Positive moments**
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

**Negative moments**
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

| | |
|---|---|
| TOUCHPOINTS | |
| CONSUMER RATINGS | |
| DISCRIPTION | |

**PROGRESS**

SO WE NEED A / ADOPTUR METHOD / TO SOLVE THE PROBLEM

ATTITUDES + EMOTIONS