

## Project Design Phase-2

### Customer Journey Map





Date	03 November 2022
Team ID	PNT2022TMID14251
Project Name	Project – Natural Disaster Intensity Analysis and Classification Using Artificial Intelligence
Maximum Marks	4 Marks

### Customer Journey Map for “Natural Disaster Intensity Analysis and Classification Using Artificial Intelligence”:

#### Step-1: Goals and needs



#### Step 2: Journey Steps

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?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div>Customer look for the name of the disaster</div>	<div>Connect with the goals account</div> <div>Emergency</div> <div>Take photos</div>	<div>preparedness</div> <div>Stay in a safe area or a shelter</div> <div>Practice safety drills</div> <div>Stay connected and updated</div>	<div>Creating awareness among the people</div> <div>Sharing the first experience during the natural disaster</div> <div>Being able to connect them during drastic disaster</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Unwanted Advertisement</div> <div>Popup messages</div>	<div>Implements Informations</div> <div>Multiple verification steps</div> <div>Payed information</div>	<div>Try not to be panic</div> <div>Always keep emergency kits</div> <div>Plan for alternate location</div> <div>proper awareness programs should be conducted</div>	<div>Sharing necessary things to the people who have affected</div> <div>Sharing the effect of drastic disaster through social media</div> <div>sharing disaster relief through phone calls or some intermediary</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div>Press/Media social media Advertisement Flyers Telemarketing</div>	<div>Email</div> <div>Advertisement</div> <div>google notification</div>	<div>always keep fire kit</div> <div>listen to local officials</div> <div>Be mindful of different kinds of disaster</div> <div>create an evacuation plan</div>	<div>sharing different perspectives of disaster</div> <div>sharing food,cloths to the people</div> <div>proper acknowledgement and sharing the proper strategy behind the disaster</div>
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	<div>A website can be created which identifies</div>	<div>The website can be made secure and more accurate so that it will</div>	<div>The customers can give a image as Input and the type of natural</div>	<div>The website can be made available to everyone who need to</div>
<b>Process ownership</b> Who is in the lead on this?	<div>After the website is created it will be in charge of NDRF.</div>	<div>The NDRF team is in lead of the website.</div>	<div>The NDRF team is in lead of the website.</div>	<div>The NDRF team is in lead of the website.</div> <div>miro</div>

