

Project Design Phase-II

Customer Journey

Date	08 October 2022
Team ID	PNT2022TMID30275
Project Name	Digital Naturalist – AI Enabled tool for Biodiversity Researchers
Maximum Marks	4 Marks



Customer experience journey map

Digital Naturalist

	Discover	Entice	Enter	Engage	Exit	Extend
Discover Browsing, looking, searching, and visiting a local city tour						
Steps What does the customer expect typically do/see?		Research on the project Research on the project Research on the project	Registration Registration Registration	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project
Interactions What moments do they have at each step along the way? • People: Why do they see a "Hello"? • Places: Where are they? • Things: What digital content or physical objects do they see?		Research on the project Research on the project Research on the project	Registration Registration Registration	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project
Goals & motivations To see step, which a person's primary goal is motivated? ("I want to see step, which a person's primary goal is motivated.")		Research on the project Research on the project Research on the project	Registration Registration Registration	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project
Positive moments What does step of person's experience, probability, fun, and using delightful moment?		Research on the project Research on the project Research on the project	Registration Registration Registration	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project
Negative moments What does step of person's experience, probability, fun, and using delightful moment?		Research on the project Research on the project Research on the project	Registration Registration Registration	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project
Areas of opportunity How might we make each step better? What can we do next? What can we do next?		Research on the project Research on the project Research on the project	Registration Registration Registration	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project