






Project Design Phase-II

Customer Journey

Date	29 October 2022
Team ID	PNT2022TMID36210
Project Name	Project - Digital Naturalist – AI Enabled tool for Biodiversity Researchers
Maximum Marks	4 Marks

SCENARIO Searching, Finding and Gathering information about flora and fauna	Entice  How does someone initially become aware of this process?	Enter  What do people experience as they begin the process?	Engage  In the core moments in the process, what happens?	Exit  What do people typically experience as the process finishes?	Extend  What happens after the experience is over?
Steps What does the person (or group) typically experience?	<div>Start a new post board</div> <div>Increased to know about it</div> <div>Search for information</div> <div>The user uploads the video and finds some photos of animals</div> <div>The user recognizes value of the content and shares it with others about it</div> <div>The user uploads the content and clicks some photos to learn about the species</div>	<div>Enter across the application</div> <div>While the application</div> <div>Using the application</div> <div>The user is learning that content about the content and shares it with others about it</div> <div>The user clicks the application and creates an account</div> <div>The user tries to learn something about the content</div>	<div>Find what the service is</div> <div>Verify the information</div> <div>Getting more info</div> <div>The application shows what the animal is in this picture</div> <div>The user is learning that content about the content and shares it with others about it</div> <div>The user is learning that content about the content and shares it with others about it</div>	<div>Learn about the species</div> <div>Share the application</div> <div>Review the application</div> <div>The user learns more information from the content and shares it with others about it</div> <div>The user shares the application with others for learning and fun</div> <div>The user reviews the application based on the accuracy of the application</div>	<div>Use of it</div> <div>Suggestion</div> <div>The user finds the content useful and shares it with others about it</div> <div>The user finds the content useful and shares it with others about it</div>
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?	<div>People</div> <div>Place</div> <div>Things</div> <div>Naturalist users, Photos, boards</div> <div>Search and suggestions in boards</div> <div>Smartphone or PC</div>	<div>People</div> <div>Place</div> <div>Things</div> <div>The user</div> <div>Search and suggestions in boards</div> <div>Application website through Smartphone or PC</div>	<div>People</div> <div>Place</div> <div>Things</div> <div>The user</div> <div>Search and suggestions in boards</div> <div>Application website through Smartphone or PC</div>	<div>People</div> <div>Things</div> <div>Place</div> <div>Naturalist users, Photos, boards</div> <div>Smartphone or PC</div> <div>Search and suggestions in boards</div>	<div>Place</div> <div>Things</div> <div>People</div> <div>Search and suggestions in boards</div> <div>Smartphone or PC</div> <div>Naturalist users, Photos, boards</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>I need to explore the board and learn</div> <div>I need to explore the board and learn</div> <div>I need to explore the board and learn</div>	<div>I need to explore the board and learn</div> <div>I need to explore the board and learn</div> <div>I need to explore the board and learn</div>	<div>I need to explore the board and learn</div> <div>I need to explore the board and learn</div> <div>I need to explore the board and learn</div>	<div>I need to explore the board and learn</div> <div>I need to explore the board and learn</div> <div>I need to explore the board and learn</div>	<div>I need to explore the board and learn</div> <div>I need to explore the board and learn</div> <div>I need to explore the board and learn</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>The user finds the content useful</div> <div>The user finds the content useful</div> <div>The user finds the content useful</div>	<div>The user finds the content useful</div> <div>The user finds the content useful</div> <div>The user finds the content useful</div>	<div>The user finds the content useful</div> <div>The user finds the content useful</div> <div>The user finds the content useful</div>	<div>The user finds the content useful</div> <div>The user finds the content useful</div> <div>The user finds the content useful</div>	<div>The user finds the content useful</div> <div>The user finds the content useful</div> <div>The user finds the content useful</div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>The user finds the content useful</div> <div>The user finds the content useful</div> <div>The user finds the content useful</div>	<div>The user finds the content useful</div> <div>The user finds the content useful</div> <div>The user finds the content useful</div>	<div>The user finds the content useful</div> <div>The user finds the content useful</div> <div>The user finds the content useful</div>	<div>The user finds the content useful</div> <div>The user finds the content useful</div> <div>The user finds the content useful</div>	<div>The user finds the content useful</div> <div>The user finds the content useful</div> <div>The user finds the content useful</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Search using the board and learn</div> <div>Try to learn better about the content</div> <div>Search using the board and learn</div>	<div>Search using the board and learn</div> <div>Try to learn better about the content</div> <div>Search using the board and learn</div>	<div>Search using the board and learn</div> <div>Try to learn better about the content</div> <div>Search using the board and learn</div>	<div>Search using the board and learn</div> <div>Try to learn better about the content</div> <div>Search using the board and learn</div>	<div>Search using the board and learn</div> <div>Try to learn better about the content</div> <div>Search using the board and learn</div>