PROJECT DESIGN PHASE 2

CUSTOMER JOURNEY MAP

Team ID	PNT2022TMID52078
Project title	Emerging Methods for Early Detection of Forest fire.

STAGE	Awareness	Consideration	Decision	Service
Customer Action (Entry)	The customer get aware By conducting special Campaigns, public awareness and religious Sermons.	Consider the normal and the fire affected areas.	They decides to detect the forest fire at the early stage to preserve wildlife.	They can contact the Forest and Fire department.
Touch points	Media and awareness programs.	Training camps to prevent the forest fires.	Detect the fire or smoke by using an alarm system or by sending an email.	Forest and fire services.
Customer Experience	Some effective ways to communicate with the customers about wildfires through presentations etc..	Location and size of fire.	They plan to detect the fire or smoke by using a Deep Learning model.	The customer can satisfy the model.

Key Performance	They will monitor how the awareness program is reaching to the customer.	All the public should plant and protect forests.	By limit the emission of toxic products created by combustion as well as global warming gases produced by the fire itself.	By providing an early warning notification,the fire service will detect and stop it.
Business Goals (Exit)	It provides an increase in the awareness of forest fire.	It aims on interactions between climate change & fire.	They decides to plant fire resistant vegetation & sprinklers to slow the fire.	They provides an increase in the customer satisfaction.