

**Project Design Phase-II**  
**Customer Journey Map**

Date	07 October 2022
Team ID	PNT2022TMID32964
Project Name	Emerging Methods for Early Detection of Forest Fire
Maximum Marks	4 Marks

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.



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Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

**TIP** As you add steps to the experiment, indicate with the “Five-Ed” the left or right depending on the scenario you are documenting.

Scenario:	Entice	Enter	Engage	Exit	Exitend
<p><b>Getting a notification regarding forest fire and trying to extinguish it before a catastrophe.</b></p>	<p>How does someone in Italy become aware of this process?</p>	<p>Where do people experience as they begin the process?</p>	<p>In the core moments in the process, what happens?</p>	<p>What do people typically experience in the process stages?</p>	<p>What happens after the experience is over?</p>
<p><b>Steps</b></p> <p>What does the person for group typically experience?</p>	<p><b>Pre-notification event</b></p> <p>Pre-notification event</p> <p>Pre-notification event</p> <p>Pre-notification event</p>	<p><b>Event of the day</b></p> <p>Event of the day</p> <p>Event of the day</p> <p>Event of the day</p>	<p><b>Event of the day</b></p> <p>Event of the day</p> <p>Event of the day</p> <p>Event of the day</p>	<p><b>Event of the day</b></p> <p>Event of the day</p> <p>Event of the day</p> <p>Event of the day</p>	<p><b>Event of the day</b></p> <p>Event of the day</p> <p>Event of the day</p> <p>Event of the day</p>
<p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What objects, tools, apps etc. or physical objects would they use?</li> </ul>	<p>Interactions</p> <p>Interactions</p> <p>Interactions</p>	<p>Interactions</p> <p>Interactions</p> <p>Interactions</p>	<p>Interactions</p> <p>Interactions</p> <p>Interactions</p>	<p>Interactions</p> <p>Interactions</p> <p>Interactions</p>	<p>Interactions</p> <p>Interactions</p> <p>Interactions</p>
<p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Goals &amp; motivations</p> <p>Goals &amp; motivations</p> <p>Goals &amp; motivations</p>	<p>Goals &amp; motivations</p> <p>Goals &amp; motivations</p> <p>Goals &amp; motivations</p>	<p>Goals &amp; motivations</p> <p>Goals &amp; motivations</p> <p>Goals &amp; motivations</p>	<p>Goals &amp; motivations</p> <p>Goals &amp; motivations</p> <p>Goals &amp; motivations</p>	<p>Goals &amp; motivations</p> <p>Goals &amp; motivations</p> <p>Goals &amp; motivations</p>
<p><b>Positive moments</b></p> <p>What steps does a person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Positive moments</p> <p>Positive moments</p> <p>Positive moments</p>	<p>Positive moments</p> <p>Positive moments</p> <p>Positive moments</p>	<p>Positive moments</p> <p>Positive moments</p> <p>Positive moments</p>	<p>Positive moments</p> <p>Positive moments</p> <p>Positive moments</p>	<p>Positive moments</p> <p>Positive moments</p> <p>Positive moments</p>
<p><b>Negative moments</b></p> <p>What steps does a person find frustrating, boring, tedious, or otherwise "bad"?</p>	<p>Negative moments</p> <p>Negative moments</p> <p>Negative moments</p>	<p>Negative moments</p> <p>Negative moments</p> <p>Negative moments</p>	<p>Negative moments</p> <p>Negative moments</p> <p>Negative moments</p>	<p>Negative moments</p> <p>Negative moments</p> <p>Negative moments</p>	<p>Negative moments</p> <p>Negative moments</p> <p>Negative moments</p>