Date : 22 October 2022

Team ID:PNT2022TMID34407

Project Name: Emerging Method For Early Detection Of Forest Fires

Maximum Marks: 4 Mark

## CUSTOMER JOURNEY MAP

*Customer Journey Map referring to Early Detection of Forest Fire*

| STAGES | AWARENESS | CHOICES | DECISIONS |
|---|---|---|---|
| CUSTOMER ACTION | To take steps to reduce the damage of forest due to forest fire | Requires a technology to alert about forest fire on its early stage | To keep the forest under surveillance 24/7 (all time) Detecting forest fire |
| CUSTOMER EXPERIENCE | Interested in advanced safety measures taken to protect forest and animals | Can choose different types of fire detecting systems such as using smoke detection, heat detection, image sensing using AI | Prefers fire detection system that provide fire alert at very initial stage of forest fire that is fastest among systems |
| BUSINESS GOALS | Early detection of forest fire gives early awareness about fire that spare extra time to avoid danger and get back to safety | Can set several destinations for alert to be sent: example; to nearby villages for people to get safe before fire department arrive | Giving alert earlier to forest department And fire station helps them in controlling the forest fire at its early stage without increase in damage and struggle |
| SCOPE OF IMPROVEMENT/ OPPORTUNITIES | Early awareness of fire prevent unwanted panic situation and control the fire before it causes immense air pollution and kills | The surveillance camera can be 360 degree monitoring, drone type. Solar energy can be used recharge camera batteries | The first and mandatory alert should be send to fire department and forest department |