

Project Design Phase-II
Customer Journey Map

Date	31 October 2022
Team ID	PNT2022TMID17691
Project Name	Emerging Methods for Early Detection of Forest Fires
Maximum Marks	4 Marks

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	By smoke coming from the forest	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.
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	Travel booking section of the website, iOS app, or Android app	City tours section of the website, iOS app, or Android app	Tour locations tend to start in a specific public space (e.g. the steps of a statue in a town square)	Direct interactions with the guide, and potentially other group members	Completed experiences section of the profile on the website, iOS app, or Android app
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	Help me have more fun or learn new things on my trip	Help me feel confident that my purchase is finalized and tell me what to do next	Help me feel confident that my purchase is finalized and tell me what to do next	Help me spread the word about a great tour or provide watch-outs and feedback for one that was not so good	Help me see ways to enhance my new trip
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	It's fun to look at options and imagine doing each tour, like shopping for experiences	Current payment fow is very barebones and simple	Our guides tend to be so good that people are reassured when they meet their guide	People generally leave tours feeling refreshed and inspired	People like looking back on their past trips
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend	Trepidation about the purchase ("I hope this will be worth it!")	Sometimes people are matched up with tour participants that they don't really like	People feel peer pressure to tip a guide when someone else on the tour tips, leaving them feeling weird and bad if they don't	Customers report feeling review fatigue
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	If you don't follow this path immediately after your booking, could we send a follow-up?	How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?	How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app)	How might we help people celebrate and remember things they've done in the past?	Provide a simpler summary to avoid information overload