

PROJECT DESIGN PHASE-II
CUSTOMER JOURNEY MAP

DATE	31 OCTOBER 2022
TEAM ID	PNT2022TMID35899
PROJECT NAME	Digital Naturalist - AI Enabled tool for Biodiversity Researchers
MAXIMUM MARKS	4 MARKS

CUSTOMER JOURNEY MAP



Document an existing experience

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 experience, move each these “Five Es” the left or right depending on the scenario you are documenting.

<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Awareness about the Naturalist tool through wildlife media</div><div>Government initiatives about endangered species</div></div>	<div><div>Photos fed to the tool to identify species</div><div>Classification and prediction about the name and species</div></div>	<div><div>Identifies species and shares trivia</div><div>Exploring the genealogy and origins of the species</div></div>	<div><div>Determination of extent of endangerment of a particular species</div><div>Spreading immediate awareness</div></div>	<div><div>Tie-ups with government agencies to preserve wildlife</div><div>Creating support groups,conducting workshops and programs</div></div>
<div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>Interaction with other users</div><div>Interaction through social media</div></div>	<div><div>Interaction with chatbots</div><div>Interaction with botanists,naturalists</div></div>	<div><div>Active Communication with Naturalists</div><div>Interaction with videocamera for essential feature recognition</div></div>	<div><div>Communicate or post in social media with relevant facts</div><div>Contact officials incase of any rare species sighting</div></div>	<div><div>Interaction with NGOs other wildlife conservatory organizations</div><div>Interaction with local awareness groups</div></div>
<div><div>Goals & motivations</div><div>At each step, what is a person’s primary goal or motivation? (“Help me…” or “Help me avoid…”)</div></div>	<div><div>Unambiguous User friendly UI</div><div>To expand the database on all existing species</div></div>	<div><div>To utilize the wide variety of the known species and its variants</div><div>24x7 Support</div></div>	<div><div>Accurate identification of species</div><div>Improved identification time and results clearer facts</div></div>	<div><div>Reduce fatalities/risk by preventing close encounters with dangerous animals</div><div>Eliminating fear of travel and wildlife exploration</div></div>	<div><div>Better customer service</div><div>Easy access to everyone</div></div>
<div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Motivation to save endangered species</div><div>Better algorithms for identifying different species</div></div>	<div><div>Feel-good User experience</div><div>Better AI driven models</div></div>	<div><div>Training and testing using samples</div><div>Exploring different varieties</div></div>	<div><div>Proper focusing on essential features</div><div>24x7 working model</div></div>	<div><div>Exploring statistics on the identified species</div><div>Discovering new facts and spreading awareness</div></div>
<div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>Incorrect variant identification</div><div>Time consuming model</div></div>	<div><div>Image quality</div><div>Poor conditions or obsolete hardware or software versions</div></div>	<div><div>Collection and organization of datasets</div><div>Impatience due to increased epochs and training time</div></div>	<div><div>Incorrect identification</div><div>Vain attempt</div></div>	<div><div>Examining bugs and error correction</div><div>Fear of creating inaccurate non-dependent tool</div></div>
<div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Brand trustworthiness</div><div>Advertising to Nature of infatainment channels</div></div>	<div><div>Better predictions</div><div>Complete Utilization of datasets</div></div>	<div><div>Creating secure web applications</div><div>Expanding datasets</div></div>	<div><div>Optimization of the AI model</div><div>Better imaging</div></div>	<div><div>Better animations of the Web Application</div><div>Examining bugs and error correction</div></div>

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