DATE	16 OCTOBER 2022
TEAM ID	PNT2022TMID35901
PROJECT NAME	Digital Naturalist - AI Enabled tool for Biodiversity Researchers
MAXIMUM MARKS	4 MARKS

CUSTOMER JOURNEY MAP

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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.

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

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