

Project Design Phase-II

CUSTOMER JOURNEY MAP












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| Date | 03 October 2022 |
| Team ID | PNT2022TMID34240 |
| Project Name | Project - Natural Disasters Intensity Analysis and Classification using Artificial Intelligence |
| Maximum Marks | 4 Marks |



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 three "True" to the left or right depending on the scenario you are documenting.

| Natural disasters intensity analysis and classification using AI | |  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? | Users become aware of the AI model through social forums and social media | Users become aware of this model through the government and nature protecting agencies | Video frames captured for the intensity analysis | Classification and prediction results of the disasters | Classifies the natural disaster and tells the intensity of disaster | Evaluating existing conditions of exposure and vulnerability that can harm people and environment | Determination of the nature and extent of disaster risk | Triggering an alarm to alert people if disaster is predicted | Establishing link with government and organizations for Mitigation | Implementing Helpline, Awareness and Threshold Actuating Systems |
|  Interactions What interactions do they have at each step along the way? <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? | Interaction with people who are familiar with product | In the workplaces and public places | Use of hardware on screen interfaces to communicate | Interaction with technical experts | Interaction with scientists and disaster analysts | Interaction with witnesses for continuous monitoring | Communicate their feedback to service providers | Contact the helpline in case of disaster detection | Interaction with the government agencies for taking appropriate functions | Interaction with other people to spread awareness |
|  Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | Simple user friendly UI | To gain knowledge in the field of natural disaster classification | To make full use of the functionality of the model | Time bound support | Improved response time | Accurate prediction | Examining the numbers of fatalities, injuries | Preventing loss of life and property | Ensuring better service to customers | Improvisation based on feedback provided |
|  Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Motivated to save human and property | Productive algorithms and calculations for disaster classification | Delightful user interface experience | Exploring the possibility of a continuous self-learning model using DL | Designing light weight Web Application | Training and testing of model | Periodic forecasting without interruption | Ensuring Robust Operation across terrains and climates | Examining the financial damage caused | Implementing Helpline, Awareness and Threshold Actuating Systems |
|  Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Time consuming analysis | Complexity of algorithms | Fear of losing data | Costly hardware and software components | Collection of large set of data is time consuming | Frustration due to long duration of training of model | Failure due to technical issues | Anger due to some error in results | Examining the false triggering and correcting it | Fear of loss of life and property |
|  Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | Increased brand loyalty | Advertising the model to public | Betterment of accuracy in prediction | Refrinement of Training and testing data | Designing light weight Web Application | Addition of more number of data | Optimizing the AI Model with respect to real world environment | Periodic forecasting without interruption | Maximizing the uptime of the Web App Service | Examining the false triggering and correcting it |