

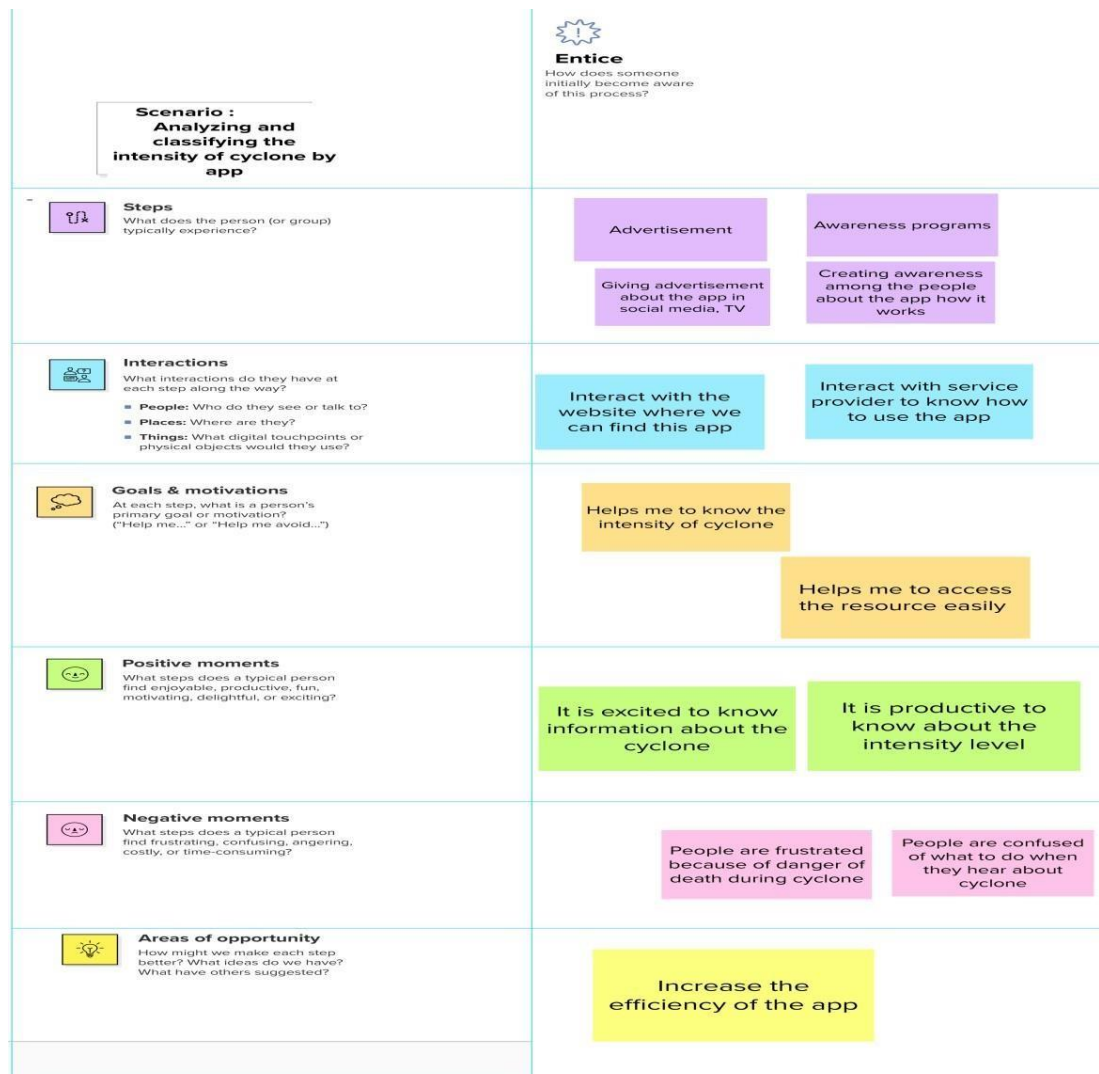
Project Design Phase-II

CUSTOMER JOURNEY MAP

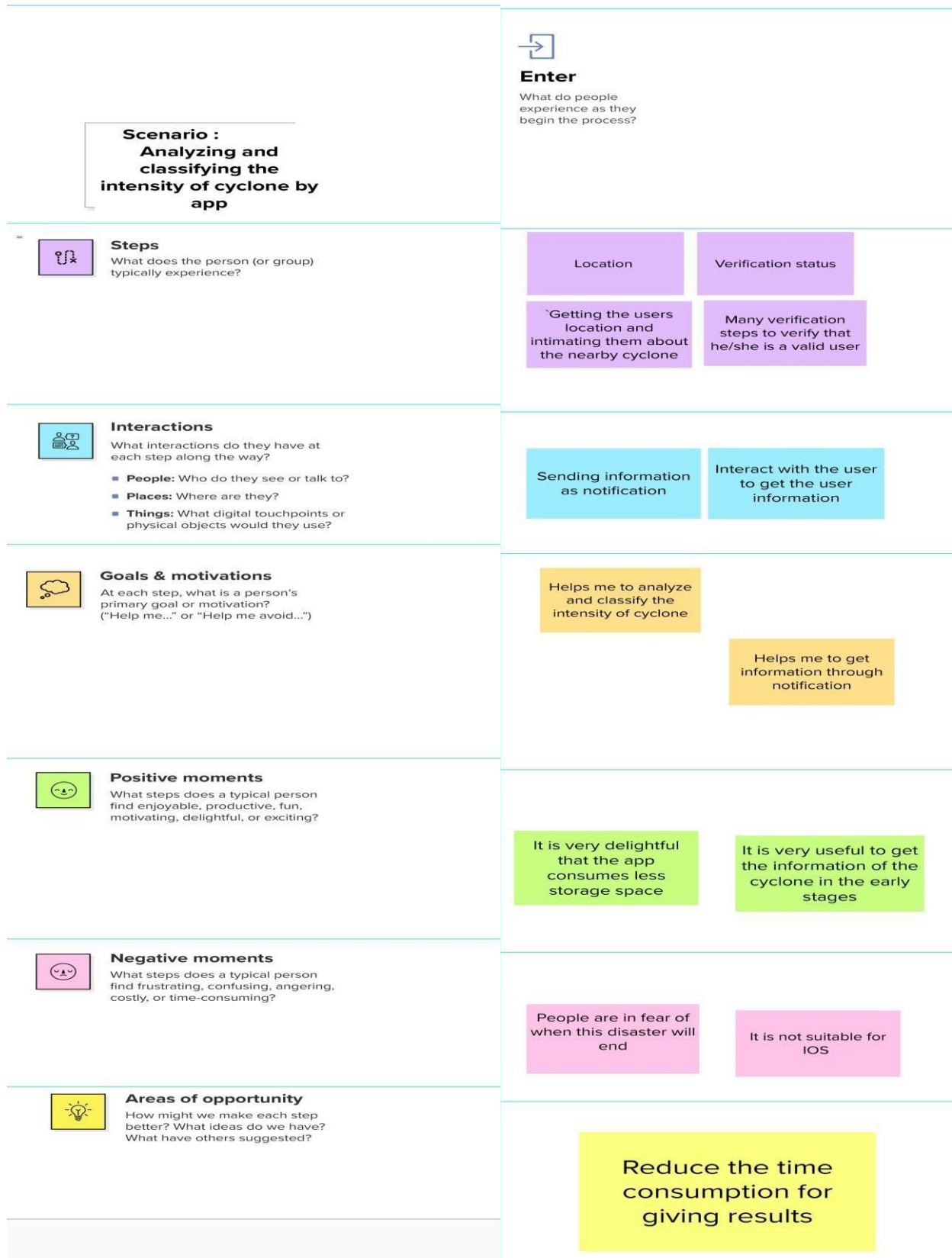
Date	27 October 2022
Team ID	PNT2022TMID47258
Project Name	Natural Disaster Intensity Analysis and Classification Using Artificial Intelligence
Maximum Marks	4 Marks

CUSTOMER JOURNEY MAP

STEP 1: ENTICE










STEP 2 : ENTER










STEP 3 : ENGAGE

<p>Scenario : Analyzing and classifying the intensity of cyclone by app</p>	<div data-bbox="873 449 927 485"></div> <p>Engage</p> <p>In the core moments in the process, what happens?</p> <div data-bbox="1230 411 1442 512"> <p>TIP</p> <p>As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.</p> </div>
<p>Steps</p> <p>What does the person (or group) typically experience?</p>	<div data-bbox="964 709 1154 789">Monitoring</div> <div data-bbox="1182 709 1372 789">Warning Service</div> <div data-bbox="964 806 1162 886">Monitoring the place where the cyclone strikes</div> <div data-bbox="1192 806 1390 886">Warning the nearby people where the cyclone affects</div>
<p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <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? 	<div data-bbox="862 947 1032 1016">Interact with AI bot in the App</div> <div data-bbox="1045 947 1203 1016">Accessing resource</div> <div data-bbox="1219 947 1390 1016">People near coastal area can also interact with this app</div>
<p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div data-bbox="862 1079 1101 1178">Helps me to adapt the situations</div> <div data-bbox="1162 1167 1386 1262">Helps me to evacuate to safer place before the disaster</div>
<p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div data-bbox="943 1419 1159 1514">It is motivating to use this app as it is user friendly</div> <div data-bbox="1187 1419 1406 1514">It is productive to know the frequent updation about the cyclone</div>
<p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div data-bbox="867 1598 1089 1692">It is frustrating to see unwanted ads</div> <div data-bbox="1146 1598 1377 1692">It requires frequent updation</div>
<p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<div data-bbox="1019 1787 1382 1934">Improve consistency in app design</div>

STEP 4 : EXIT

<p>Scenario : Analyzing and classifying the intensity of cyclone by app</p>	 <p>Exit What do people typically experience as the process finishes?</p>
<p> Steps What does the person (or group) typically experience?</p>	<div>Preparedness</div> <div>Risk Knowledge</div> <div>Getting prepared for medical emergency</div> <div>It shows the impact of vulnerabilities</div>
<p> Interactions What interactions do they have at each step along the way?</p> <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? 	<div>Communicating with local officials</div> <div>Users can interact with their family to get prepared for the cyclone</div>
<p> Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div>Helps me to prepare before the disaster</div> <div>Helps me to monitor the cyclone continuously</div>
<p> Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div>It is very delightful that my personal informations are very safe in this app</div> <div>It is useful to develop the culture of prevention</div>
<p> Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div>It works only with network reliance</div> <div>There is more occurance of error</div>
<p> Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<div>Create offline mode incase that network connection drops</div>

STEP 5 : EXTEND

<p>Scenario : Analyzing and classifying the intensity of cyclone by app</p>	 <p>Extend What happens after the experience is over?</p>
<p> Steps What does the person (or group) typically experience?</p>	<div>Response capability</div> <div>Relocating to safer place</div> <div>Rescue process</div> <div>Volunteers involves the process of rescue from affected places</div>
<p> Interactions What interactions do they have at each step along the way?</p> <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? 	<div>Interact with the service provider for new updates</div> <div>Interact directly with the customers for feedback</div>
<p> Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div>Helps me to keep records of the cyclone</div> <div>Helps me to avoid getting panic at that situation</div>
<p> Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div>It helps to get the clear view about the cyclone</div> <div>It helps to reduce the loss of life by indicating before</div>
<p> Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div>Lack of access to poor farmer</div> <div>It makes me angry because of server issues</div>
<p> Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<div>improve the app for working in IOS</div>

CUSTOMER JOURNEY MAP

	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 this experience is over?
Scenario : Analysing and classifying the intensity of cyclone by app					
Steps What does the person (or group) typically experience?	Advertisement Giving advertisement about the app in social media, TV	Awareness programs Creating awareness among the people about the app how it works	Location Getting the users location and informing them about the nearby cyclone Verification status Many verification steps to verify that he/she is a valid user	Monitoring Monitoring the place where the cyclone strikes Warning Service Warning the nearby people where the cyclone affects	Preparedness Getting prepared for medical emergency Risk Knowledge It shows the impact of vulnerabilities Response capacity Relocating to safer place Rescue process Volunteers involves the process of rescue from affected places
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?	Interact with the website where we can find this app Interact with service provider to know how to use the app	Sending information as notification Interact with the user to get the user information	Interact with AI bot in the app Accessing resource People near coastal area can also interact with this app	Communicating with local officials Users can interact with their family to get prepared for the cyclone	Interact with the service provider for new updates Interact directly with the customers for feedback
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Helps me to know the intensity of cyclone Helps me to access the resource easily	Helps me to analyse and classify the intensity of cyclone Helps me to get information through notification	Helps me to adapt the situations Helps me to evacuate to safer place before the disaster	Helps me to prepare before the disaster Helps me to monitor the cyclone continuously	Helps me to keep records of the cyclone Helps me to avoid getting panic at that situation
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is excited to know information about the cyclone It is productive to know about the intensity level	It is very delightful that the app consumes less storage space It is very useful to get the information of the cyclone in the early stages	It is motivating to use this app as it is user friendly It is productive to know the frequent update about the cyclone	It is very delightful that my personal informations are very safe in this app It is useful to develop the culture of prevention	It helps to get the clear view about the cyclone It helps to reduce the loss of life by indicating before
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People are frustrated because of danger of death during cyclone People are confused of what to do when they hear about cyclone	People are in fear of when this disaster will end It is not suitable for iOS	It is frustrating to see unwanted ads It requires frequent updation	It works only with network reliance There is more occurrence of error	Lack of access to poor farmer It makes me angry because of server issues
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Increase the efficiency of the app	Reduce the time consumption for giving results	Improve consistency in app design	Create offline mode incase that network connection drops	improve the app for working in IOS