


Project Design Phase-2
Customer Journey Map

Date	27 October 2022
Team ID	PNT2022TMID24149
Project Name	Project – Natural Disaster Intensity Analysis and Classification Using Artificial Intelligence
Maximum Marks	4 Marks

Customer Journey Map for “Natural Disaster Intensity Analysis and Classification Using Artificial Intelligence”:

Step-1: Goals and needs

This is the journey of a



Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

Classify the natural disasters the Caribbean is Cope up flood/earthquake

Calculate the intensity of Natural disasters

Reduce the loss of life

What do they struggle with most?

Natural disasters not only destroy the natural landscape system but also destroys the infrastructure and people

Detection of natural disasters will help to save lives and property and minimize the damage of images

Extensive data is needed for classification

What tasks do they have?

They give images as input using webcam

They just give images it will produce accurate results

Early Classification of natural disaster

2024

Step 2: Journey Steps

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Customer look for the name of the advertiser	Consent to give account Logging in New phone	prepared mess Step by step walk on a channel Provide why share Tap to connect with contacts	Sharing documents using the app Sharing the advertisement using the app and channel Using that as content while sharing social channel
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity e.g. by using the first person narrative.	connected advertisement Pop-up messages	Advertiser advertisement Multiple verification steps Digital information	Topic to be shared Adapted kind emergency kit How the information to share proper advertisement programs should be introduced	Sharing necessary image and information from different Sharing the value of share through social media Sharing those who through the process of user advertisement
Touchpoints What part of the service do they interact with?	Post/Video social media Advertisers Flyers Telemarketing	Email Advertisement Google advertisement	Adapted kind kit Social media advertisement Be mindful of different kinds of channel Share on socialization platform	Sharing through perspectives of channel Sharing feedback to the people Adapt advertisement according to the process during social the channel
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😎	😞	😞	😎
Backstage				
Opportunities What could we improve or introduce?	A website can be created which identifies	The website can be made secure and more accurate so that it will	The customers can give a image as input and the type of natural	The website can be made available to everyone who need to
Process ownership Who is in the lead on this?	Website creation is created with the change of name	The website updated in part of the website	The website is a part of the website	The website updated part of the website

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Step 3: Journey Outcomes

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

Customers can easily identify the type of natural disaster.

Easy to identify the natural disaster when disaster image given as input.

Intensity identification when given a disaster image as input.

What can they finally avoid doing?

No need for the continuous searching for the type of disaster.

No need to worry about the intensity calculation of that disaster.

They may not worry about image quality. Produce accurate result.

What changed in my environment?

Earlier identification of natural disaster and intensity analysis.

Due to the product there is a reduction of risk due to disaster.

The loss of lives and ecosystem are prevented due to earlier identification