





Project Design Phase-II Customer Journey

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| Date | 15 October 2022 |
| Team ID | PNT2022TMID48934 |
| Project Name | EMERGING METHODS FOR EARLY DETECTION OF FOREST FIRE |

| Journey Steps <small>(Which step of the experience are you describing?)</small> | Discovery <small>Why do they even start the journey?</small> | Registration <small>Why would they trust us?</small> | Onboarding and First Use <small>How can they feel successful?</small> | | Sharing <small>Why would they invite others?</small> |
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| Actions <small>What does the customer do? What information do they look for? What is their context?</small> | Detection of forest fire. | They can continuously monitor the forest. | The system helps in the prevention of forest fire & also reduces global warming. | Forest surveillance ideas generated can be used to monitor the forest area so that we can prevent the people and wild fires. | This product can be only used by corporation or government to monitor forests. |
| Needs and Pains <small>What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrative.</small> | To avoid the forest fire. To decrease the damage caused by forest fire. | When happens any accident along with the help of this system people can get the information earlier and can save the forest fire department. | corporation / government / forest fire department have to monitor the system regularly. | | if they have more contacts, they can share the experience to them. |
| Touchpoint <small>What part of the service do they interact with?</small> | They can interact with the forest fire department. | SYSTEM | VIDEO DEMOS | SPEAKERS | SOCIAL MEDIA SPONSORSHIP |
| Customer Feeling <small>What is the customer feeling? Tip: Use the emoji app to express more emotions.</small> |  |  |  |  | |
| Process ownership <small>Who is in the lead on this?</small> | CORPORATION OR GOVERNMENT | GOVERNMENT | FOREST FIRE DEPARTMENT/PEOPLE/WILD LIVES | | GOVERNMENT |