Project
Design
Phase2
Customer
Journey Map

Date	16 OCTOBER 2022
Team ID	PNT2022TMID47051
Project Name	**Real-Time Communication System Powered by AI for Specially Abled**
Maximum Marks	4 Marks

Customer Journey Map for "Natural Disaster Intensity Analysis and Classification UsingArtificial Intelligence":

Step-1: Goals and needs

Step 2: Journey Steps

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product

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?
Steps — What does the person (or group) typically experience?		
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?		
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")		
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?		

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?

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 inaccuracy in order to produce accurate result.

What changed in my environment?

Better 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 disaster identification.