

Project Design Phase 2

Customer Journey Map

Date	15 OCTOBER 2022
Team ID	PNT2022TMID47032
Project Name	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



Step 2: Journey Steps

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div><div>Precaution step</div><div>Most people discover precaution step while facing disaster</div></div> <div><div>Visit website or app</div><div>User searches for precaution step and information about the disaster</div></div> <div><div>Weather condition</div><div>User types the city,date and time to check weather condition</div></div> <div><div>Dangerous condition</div><div>User sees the dangerous weather condition</div></div> <div><div>View detail</div><div>User clicks or taps to view more for further details</div></div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div><div>Weather condition checking section of website,iOS app,or Android app</div><div>Weather condition checking section of website,iOS app,or Android app</div><div>Weather condition checking section of website,iOS app,or Android app</div><div>Weather condition checking section of website,iOS app,or Android app</div><div>Weather condition checking section of website,iOS app,or Android app</div><div>AI appers here, it detects the current weather condition</div></div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>Help me to know about the precaution measures to face disaster</div><div>Help me to know about the precaution measures to face disaster</div><div>Help me to know about the weather condition</div><div>Help me to know about the weather condition</div><div>Help me to know about further details</div></div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>It's delightful to see precaution measures available</div></div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>Poor data connection is frustrating</div></div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>Provide a simpler summary to avoid information overload</div></div>



Enter

What do people experience as they begin the process?

Detailed information

User can see the detailed information about the disaster

Tracking

If the user wants to track the weather condition, they can click or tap track it

Notification/e-mail

User can track via app notification or by e-mail

E-mail confirmation

If via e-mail, then user needs to enter the e-mail id and verify it

E-mail remainder

After verification every progress will be updated to the user

Weather condition checking section of website, iOS app, or Android app

Tracking weather condition section of website, iOS app, or Android app

Customer's email (website like Gmail)

Customer's email (website like Gmail)

Customer's email (website like Gmail)

Help me to know about further details

Help me to track the weather condition

Help me by sending notifications

Help me to verify my account

Help me to set remainder

It's delightful to see detailed information about the disaster

It's nice to know the weather condition by tracking

It's fun to see the information via notification without opening app

Data interrupt results in time consuming in viewing the information

Due to bad weather tracking session results in time consuming which makes the user to be frustrated

Delayed notification makes user to get anger

Frequent remainder may make user to feel irritated

How can we provide the information easier

How might we remainder you weather for disaster or normal change in weather



Engage

In the core moments in the process, what happens?

Precaution measures

Shows the precautionary measures to be taken before disaster

Current situation

During disaster, current weather condition is updated

User interacts with app by asking their questions or doubts about the precautionary measures

User can see the history by mentioning time and date

Help me to know about the precautionary measures

Help me to know about the weather condition

Raises confident level that they can face the situation

Update of current weather makes the user to be with alertness

Increases awareness

Some measures cannot be done alone by the user

How might we show you the precautionary measures

How might we depict the current situation



Exit

What do people typically experience as the process finishes?

Safety measures

After disaster, what the user needs to do

Verify the taken measures

verifying the safety measures they have taken

protects them/family with help of precaution measures

verify the safety measures taken by mark/tick the measures

Help me to take safety measures

Help me to verify the safety measures taken

Increases awareness

Stay confident

Missed safety measures makes the user to lose hope

How might we verify the safety measures taken



Extend

What happens after the experience is over?

Available alerts

alerts available nearby users place

Daily feed

User checks the daily condition

Sharing

share the feed

Feedback

How the app helped them to face the disaster or any recommendations

Completed disaster experience with the help of precaution measures

Weather condition checking section of website,IOS app,or Android app

sharing via social media

feedback through comments

Help me with other disaster alerts

Help me with better solutions

It also increases awareness

Its delightful to share the information with others

Frequent feed may make user to feel irritated

How might we show the daily feed

How might we extend the experience

Step 3: Journey Outcomes:

