

CUSTOMER JOURNEY MAP

Customer Journey Map referring to
Early Detection of Forest Fire

STAGES	AWARENESS	CHOICES	DECISIONS
CUSTOMER ACTION	To take steps to reduce the damage of forest due to forest fire	Requires a technology to alert about forest fire on its early stage	To keep the forest under surveillance 24/7 (all time) Detecting forest fire
CUSTOMER EXPERIENCE	Interested in advanced safety measures taken to protect forest and animals	Can choose different types of fire detecting systems such as using smoke detection, heat detection, image sensing using AI	Prefers fire detection system that provide fire alert at very initial stage of forest fire that is fastest among systems
BUSINESS GOALS	Early detection of forest fire gives early awareness about fire that spare extra time to avoid danger and get back to safety	Can set several destinations for alert to be sent: example; to nearby villages for people to get safe before fire department arrive	Giving alert earlier to forest department And fire station helps them in controlling the forest fire at its early stage without increase in damage and struggle
SCOPE OF IMPROVEMENT/ OPPORTUNITIES	Early awareness of fire prevent unwanted panic situation and control the fire before it causes immense air pollution and kills	The surveillance camera can be 360 degree monitoring, drone type. Solar energy can be used recharge camera batteries	The first and mandatory alert should be send to fire department and forest department