

Customer Journey

Date	13 October 2022
Team ID	PNT2022TMID39141
Project Name	Digital Naturalist – AI Enabled tool for Biodiversity Researchers
Maximum Marks	4 Marks



Customer experience journey map

Digital Naturalist

	 Entice How does someone initially become aware of this process?	 Enter What do people experience as they begin the process?	 Engage What can they feel if they process what happens?	 Exit What do people typically experience as they process the process?	 Extend What happens after the experience is over?
 Steps What does the process look like typically experience?	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher
 Interactions What interactions do they have at each step along the way? • People: Who do they see & talk to? • Places: Where do they go? • Things: What objects or elements are physical objects that they use?	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher
 Goals & motivations As a user, what is their primary goal or motivation? (What they want to achieve, or what they want to avoid?)	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher
 Positive moments What are the most enjoyable, fun, and satisfying moments in the process?	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher
 Negative moments What are the most frustrating, confusing, or annoying moments in the process?	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher
 Areas of opportunity How might we make each step better? What can we do to improve? What can we do to improve?	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher	Researcher Researcher Researcher