PROJECT DESIGN PHASE 2 CUSTOMER JOURNEY MAP

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| Team ID | PNT2022TMID39009 |
| Project title | Early Detection of Forest fire using Deep learning . |

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| **STAGE** | **Awareness** | **Consideration** | **Decision** | **Service** |
| **Customer Action (Entry)** | The customer get aware By conducting special Campaigns, public awareness and religious Sermons. | Consider the normal and the fire affected areas. | They decides to detect the forest fire at the early stage to preserve wildlife. | They can contact the Forest and Fire department. |
| **Touch points** | Media and awareness programs. | Training camps to prevent the forest fires. | Detect the fire or smoke by using an alarm system or by sending an email. | Forest and fire services. |
| **Customer Experience** | Some effective ways to communicate with the customers about wildfires through presentations etc.. | Location and size of fire. | They plan to detect the fire or smoke by using a Deep Learning model. | The customer can satisfy the model. |
| **Key Performance** | They will monitor how the awareness program is reaching to the customer. | All the public should plant and protect forests. | By limit the emission of toxic products created by combustion as well as global warming gases produced by the fire itself. | By providing an early warning notification,the fire service will detect and stop it. |
| **Business Goals (Exit)** | It provides an increase in the awareness of forest fire. | It aims on interactions between climate change & fire. | They decides to plant fire resistant vegetation & sprinklers to slow the fire. | They provides an increase in the customer satisfaction. |