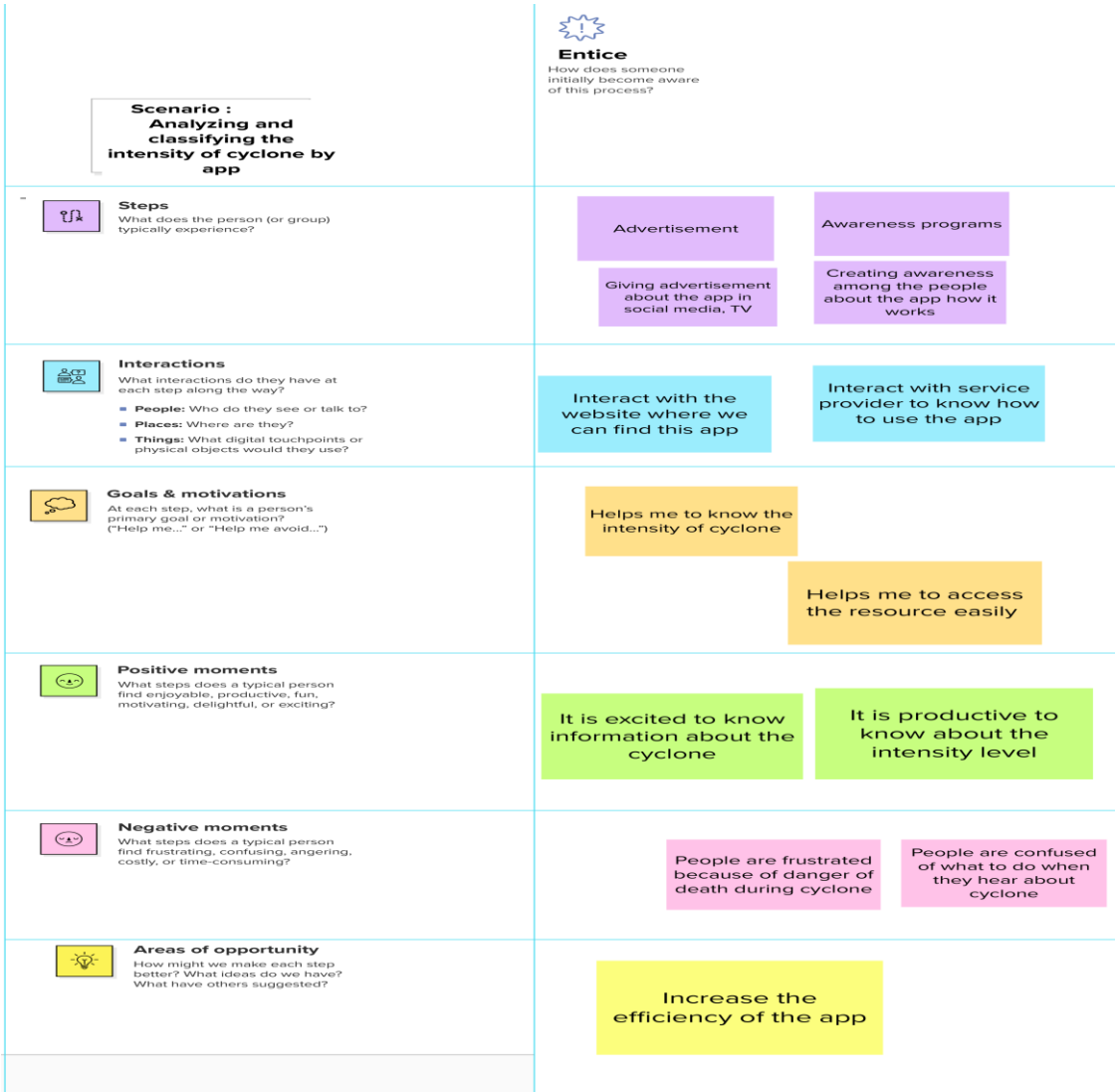
Project Design Phase-II
CUSTOMER JOURNEY MAP

Date	18 October 2022
Team ID	PNT2022TMID39414
Project Name	Natural Disaster Intensity Analysis and Classification Using Artificial Intelligence
Maximum Marks	4 Marks

CUSTOMER JOURNEY MAP

STEP 1: **ENTICE**



STEP 2 : **ENTER**

Scenario :
Analyzing and classifying the intensity of cyclone by app

Enter

What do people experience as they begin the process?

Steps

What does the person (or group) typically experience?

- Location
- Verification status
- `Getting the users location and intimating them about the nearby cyclone
- Many verification steps to verify that he/she is a valid user

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?

- Sending information as notification
- Interact with the user to get the user information

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

- Helps me to analyze and classify the intensity of cyclone
- Helps me to get information through notification

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

- It is very delightful that the app consumes less storage space
- It is very useful to get the information of the cyclone in the early stages

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

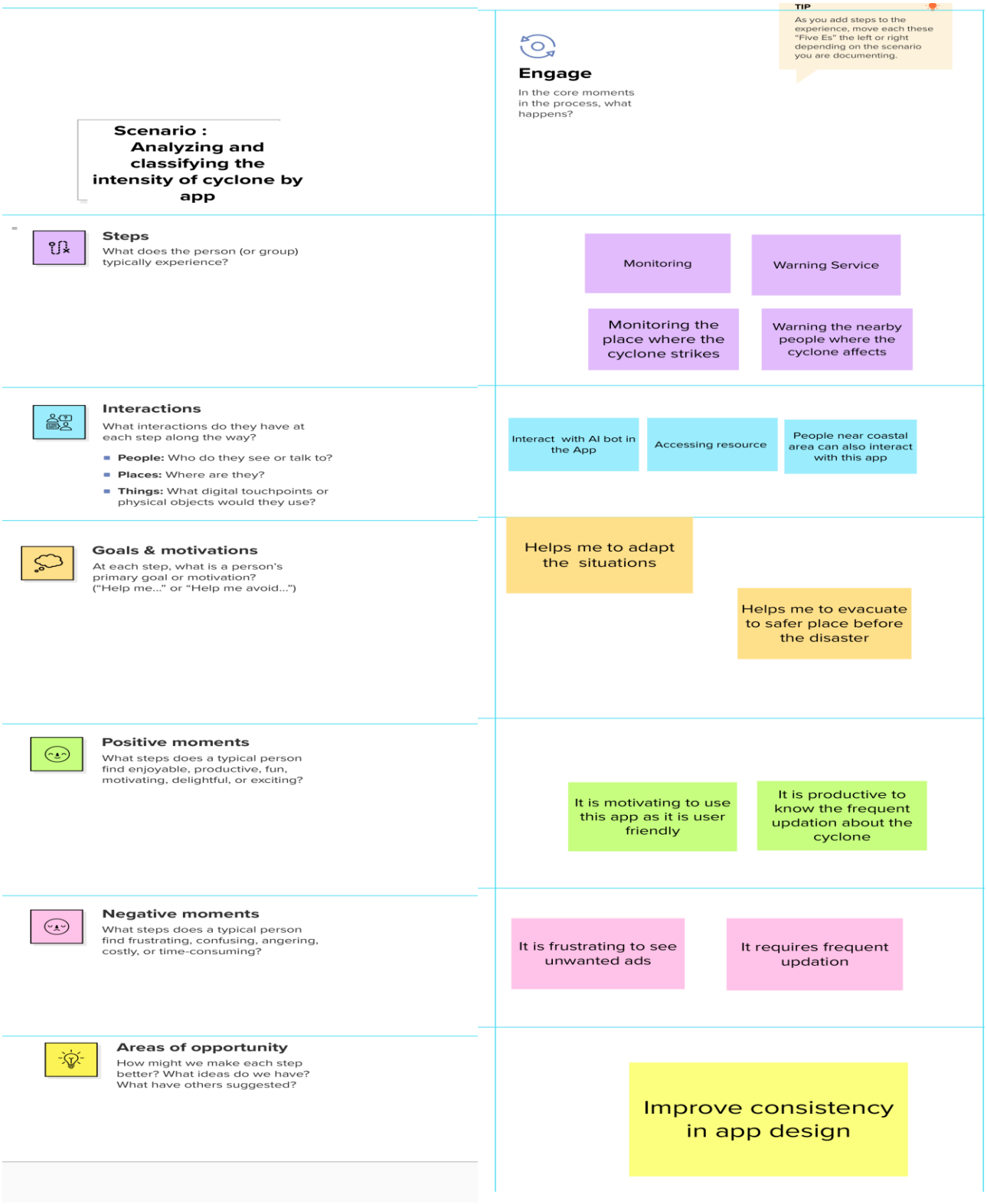
- People are in fear of when this disaster will end
- It is not suitable for IOS

Areas of opportunity

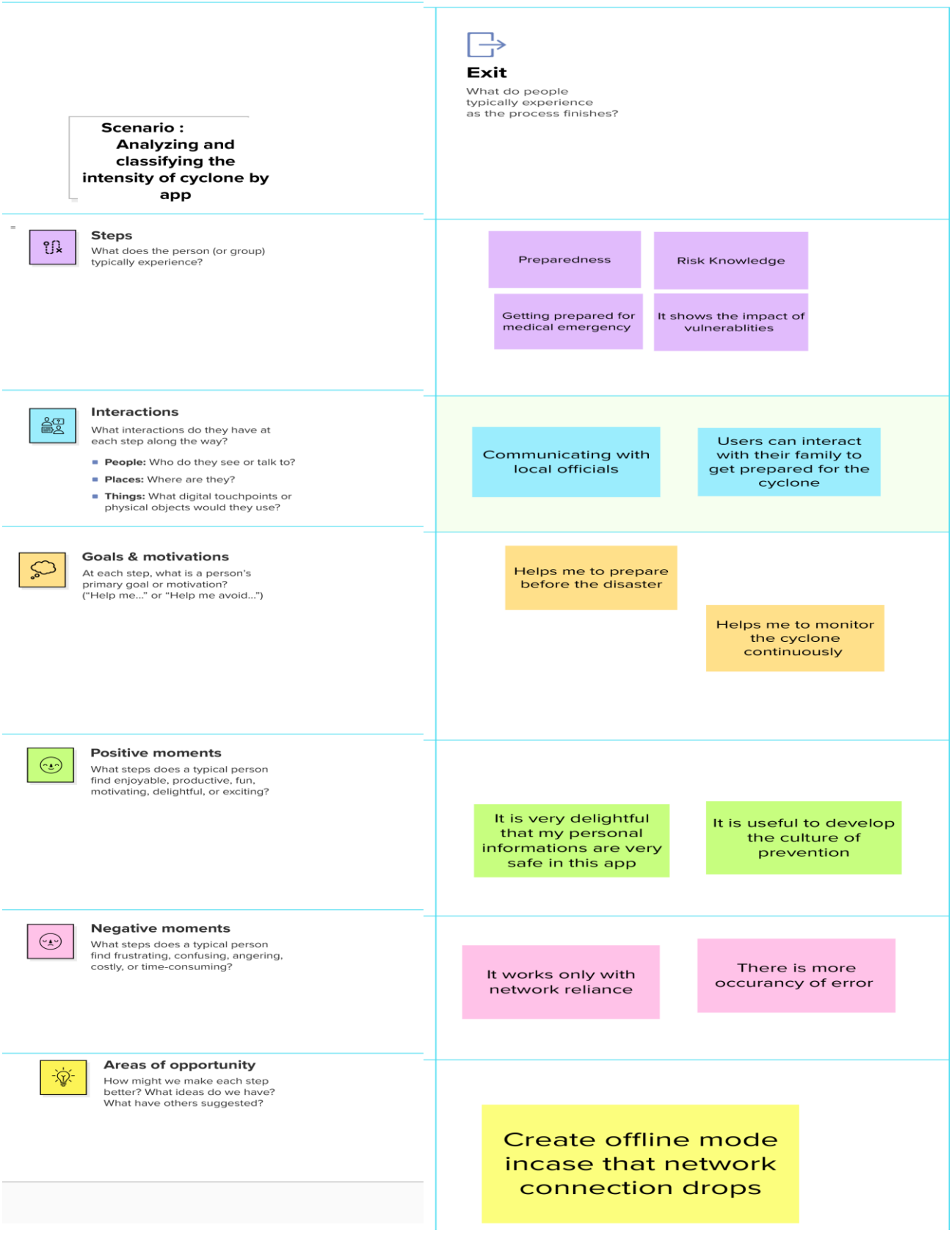
How might we make each step better? What ideas do we have? What have others suggested?

- Reduce the time consumption for giving results

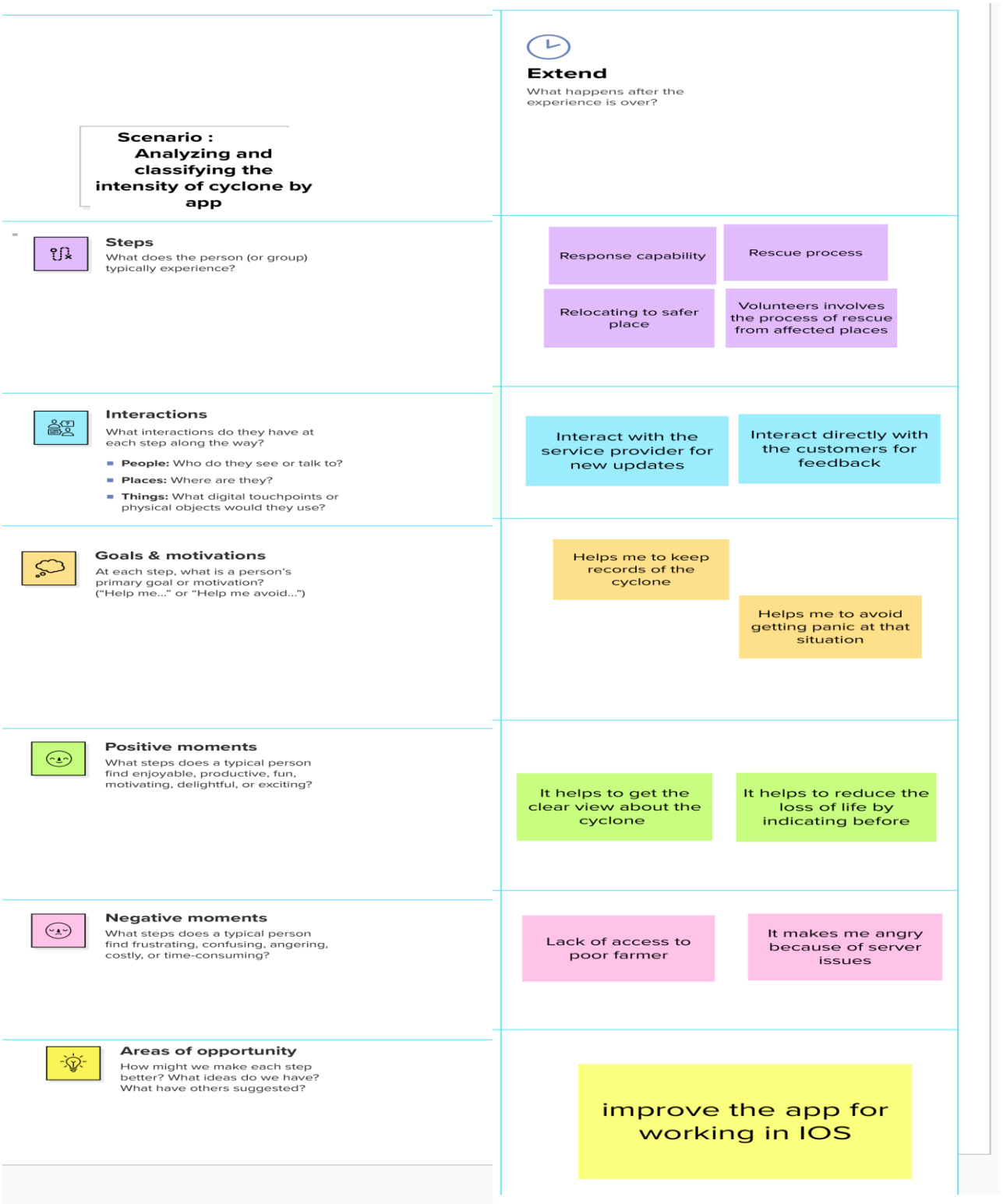
STEP 3 : **ENGAGE**



STEP 4 : **EXIT**


Exit
What do people typically experience as the process finishes?
Scenario : Analyzing and classifying the intensity of cyclone by app
Steps
What does the person (or group) typically experience?
Preparedness
Risk Knowledge
Getting prepared for medical emergency
It shows the impact of vulnerablities
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?
Communicating with local officials
Users can interact with their family to get prepared for the cyclone
Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")
Helps me to prepare before the disaster
Helps me to monitor the cyclone continuously
Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?
It is very delightful that my personal informations are very safe in this app
It is useful to develop the culture of prevention
Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?
It works only with network reliance
There is more occurancy of error
Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?
Create offline mode incase that network connection drops

STEP 5 : **EXTEND**



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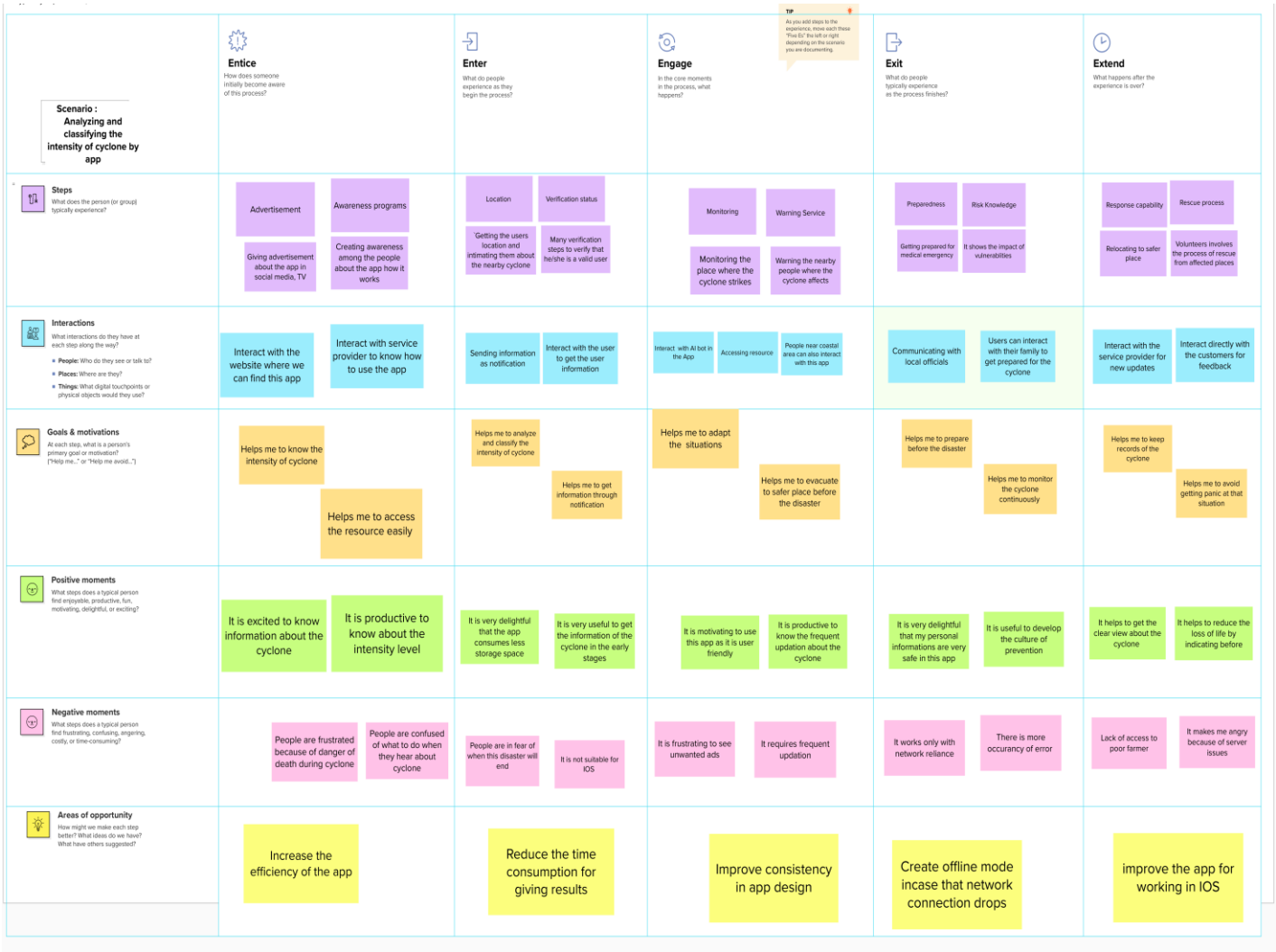

Mural Link :
https://app.mural.co/invitation/mural/ibmproject9845/1665846936367?sender=u47dc85fb11b9f29e6fa16743&key=4a29bf25-f957-4408-ada1-40d95b070311