








Project Design Phase-II

CUSTOMER JOURNEY MAP

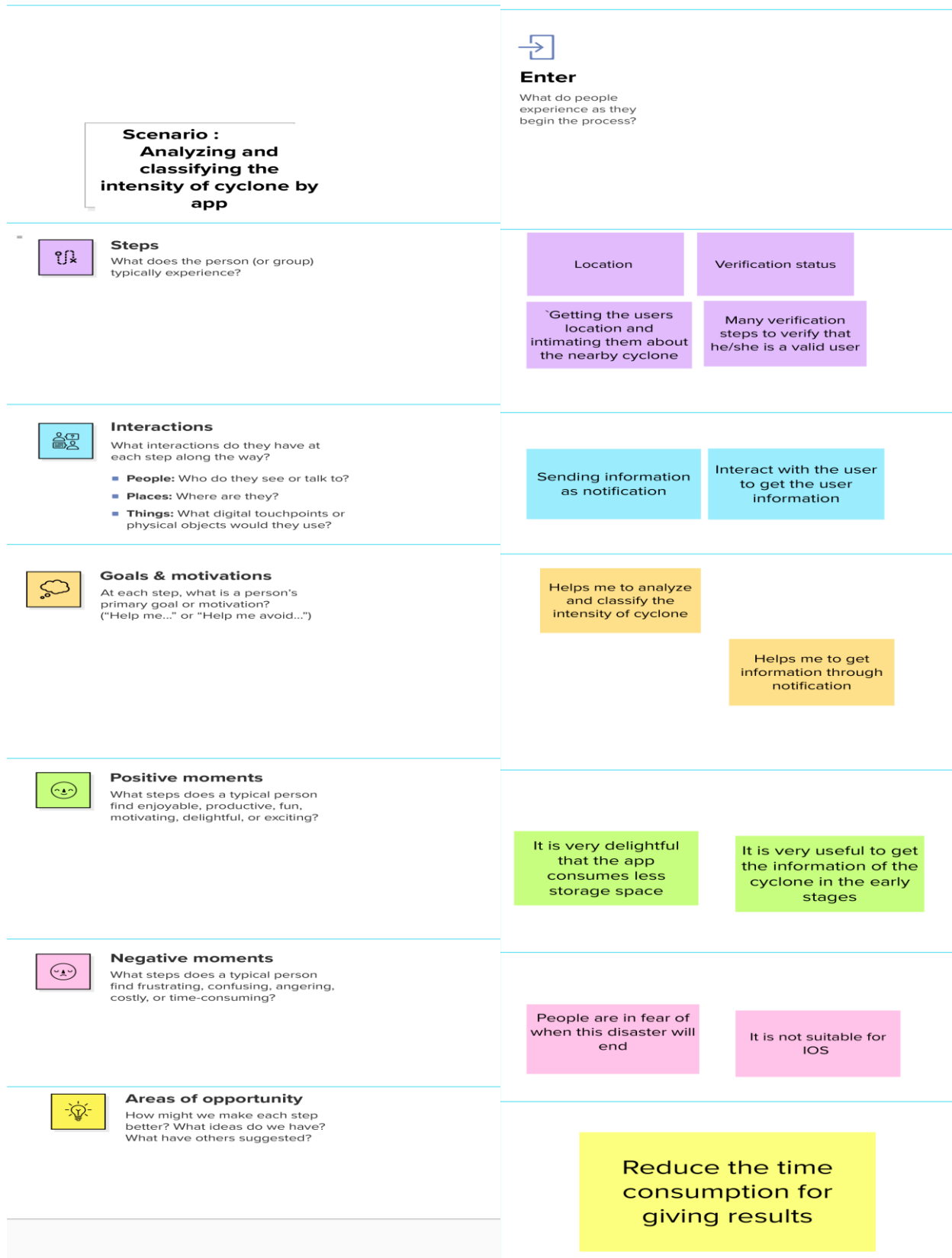
Date	18 October 2022
Team ID	PNT2022TMID39414
Project Name	Natural Disaster Intensity Analysis and Classification Using Artificial Intelligence
Maximum Marks	4 Marks

CUSTOMER JOURNEY MAP

STEP 1: ENTICE

<p>Scenario : Analyzing and classifying the intensity of cyclone by app</p>		 <p>Entice How does someone initially become aware of this process?</p>
<p> Steps What does the person (or group) typically experience?</p>	<p>Advertisement</p> <p>Giving advertisement about the app in social media, TV</p>	<p>Awareness programs</p> <p>Creating awareness among the people about the app how it works</p>
<p> Interactions What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	<p>Interact with the website where we can find this app</p>	<p>Interact with service provider to know how to use the app</p>
<p> Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Helps me to know the intensity of cyclone</p>	<p>Helps me to access the resource easily</p>
<p> Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>It is excited to know information about the cyclone</p>	<p>It is productive to know about the intensity level</p>
<p> Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>People are frustrated because of danger of death during cyclone</p>	<p>People are confused of what to do when they hear about cyclone</p>
<p> Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Increase the efficiency of the app</p>	








STEP 2 : ENTER










STEP 3 : ENGAGE

<p>Scenario : Analyzing and classifying the intensity of cyclone by app</p>	<div data-bbox="873 449 927 485"></div> <p>Engage</p> <p>In the core moments in the process, what happens?</p> <div data-bbox="1230 407 1442 512"> <p>TIP</p> <p>As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.</p> </div>
<p>Steps</p> <p>What does the person (or group) typically experience?</p>	<div data-bbox="964 709 1154 789">Monitoring</div> <div data-bbox="1182 709 1372 789">Warning Service</div> <div data-bbox="964 806 1162 886">Monitoring the place where the cyclone strikes</div> <div data-bbox="1192 806 1390 886">Warning the nearby people where the cyclone affects</div>
<p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> ■ People: Who do they see or talk to? ■ Places: Where are they? ■ Things: What digital touchpoints or physical objects would they use? 	<div data-bbox="863 949 1032 1016">Interact with AI bot in the App</div> <div data-bbox="1045 949 1214 1016">Accessing resource</div> <div data-bbox="1227 949 1393 1016">People near coastal area can also interact with this app</div>
<p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div data-bbox="860 1079 1102 1176">Helps me to adapt the situations</div> <div data-bbox="1162 1167 1386 1264">Helps me to evacuate to safer place before the disaster</div>
<p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div data-bbox="941 1419 1159 1512">It is motivating to use this app as it is user friendly</div> <div data-bbox="1188 1419 1406 1512">It is productive to know the frequent updation about the cyclone</div>
<p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div data-bbox="867 1596 1091 1692">It is frustrating to see unwanted ads</div> <div data-bbox="1149 1596 1373 1692">It requires frequent updation</div>
<p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<div data-bbox="1019 1785 1383 1936">Improve consistency in app design</div>

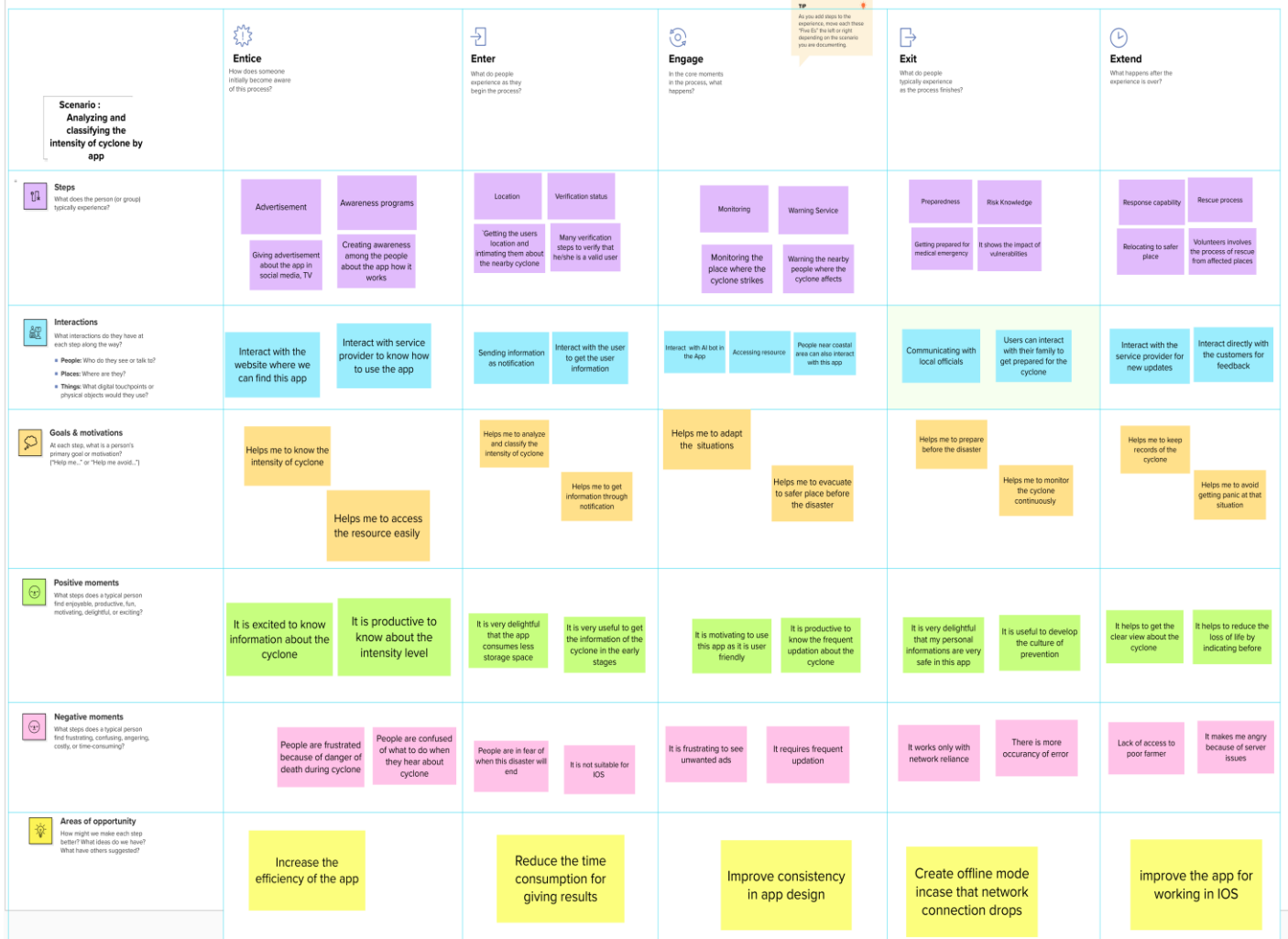
STEP 4 : EXIT

<p>Scenario : Analyzing and classifying the intensity of cyclone by app</p>	 <p>Exit What do people typically experience as the process finishes?</p>
<p> Steps What does the person (or group) typically experience?</p>	<div>Preparedness</div> <div>Risk Knowledge</div> <div>Getting prepared for medical emergency</div> <div>It shows the impact of vulnerabilities</div>
<p> Interactions What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> ■ People: Who do they see or talk to? ■ Places: Where are they? ■ Things: What digital touchpoints or physical objects would they use? 	<div>Communicating with local officials</div> <div>Users can interact with their family to get prepared for the cyclone</div>
<p> Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div>Helps me to prepare before the disaster</div> <div>Helps me to monitor the cyclone continuously</div>
<p> Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div>It is very delightful that my personal informations are very safe in this app</div> <div>It is useful to develop the culture of prevention</div>
<p> Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div>It works only with network reliance</div> <div>There is more occurance of error</div>
<p> Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<div>Create offline mode incase that network connection drops</div>

STEP 5 : EXTEND

<p>Scenario : Analyzing and classifying the intensity of cyclone by app</p>	 <p>Extend What happens after the experience is over?</p>
<p> Steps What does the person (or group) typically experience?</p>	<div>Response capability</div> <div>Rescue process</div> <div>Relocating to safer place</div> <div>Volunteers involves the process of rescue from affected places</div>
<p> Interactions What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> ■ People: Who do they see or talk to? ■ Places: Where are they? ■ Things: What digital touchpoints or physical objects would they use? 	<div>Interact with the service provider for new updates</div> <div>Interact directly with the customers for feedback</div>
<p> Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div>Helps me to keep records of the cyclone</div> <div>Helps me to avoid getting panic at that situation</div>
<p> Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div>It helps to get the clear view about the cyclone</div> <div>It helps to reduce the loss of life by indicating before</div>
<p> Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div>Lack of access to poor farmer</div> <div>It makes me angry because of server issues</div>
<p> Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<div>improve the app for working in IOS</div>

CUSTOMER JOURNEY MAP



Mural Link :

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