

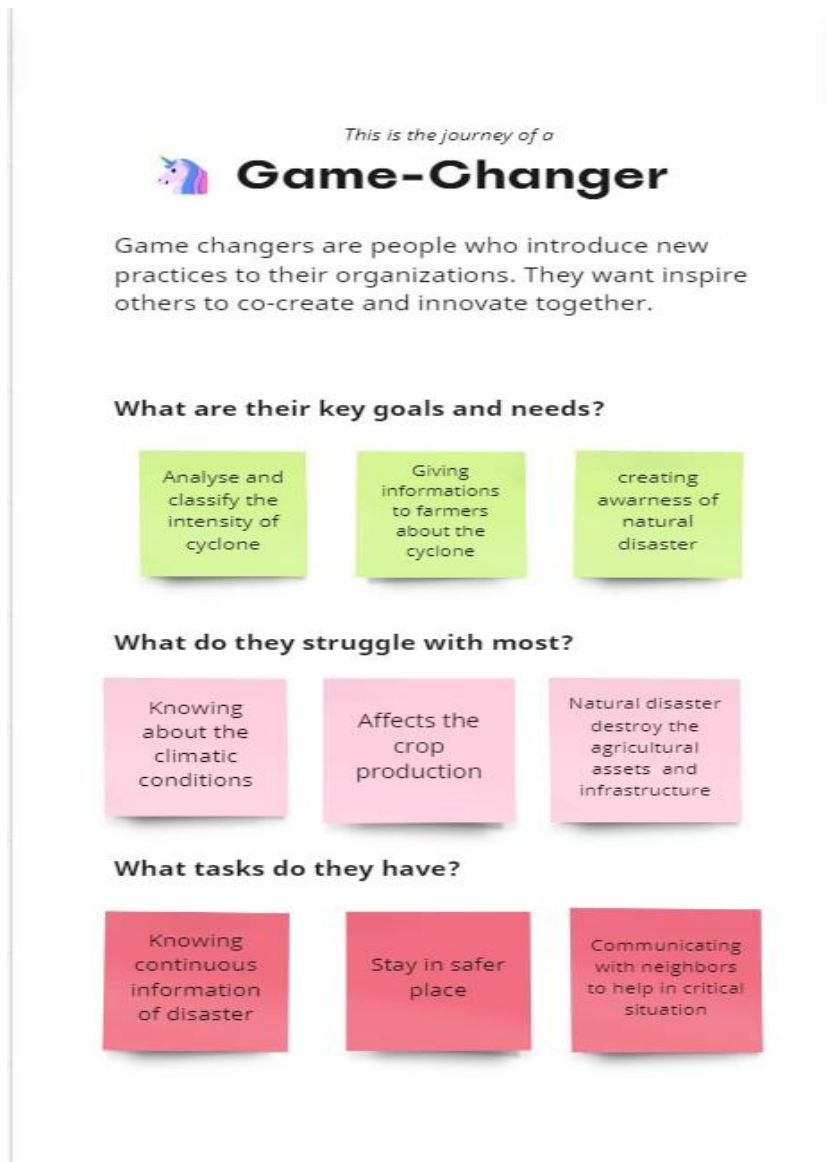
## Project Design Phase 2

### Customer Journey Map









Date	14 October 2022
Team ID	PNT2022TMID39414
Project Name	Natural disaster intensity analysis and classification using Artificial intelligence
Maximum Marks	4 Marks

Customer Journey Map for “Natural disaster intensity analysis and classification using Artificial intelligence”.

#### Step 1: Goals and Needs



## Step 2: Journey map

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	To look for the intensity of the cyclone	Indicates accurate intensity about cyclone shows accurate location of cyclone shows the impact of cyclone	Medical and Emergency preparedness Evacuate to safer place Stay updated	Not sharing the personal information to others App consumes less storage space Giving ideas for them to get prepared for the disaster
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Need frequent updation about the cyclone Avoid the updation about cyclone after it hits	Avoid unnecessary adds providing compensation for crops destroyed Maintain a records for destroy of crops	Continuous monitoring of cyclone Don't panic at that situation Many verification steps to verify that he/she is valid user	Avoid accuracy of errors The output should be easily understandable Server issues should not occur
<b>Touchpoint</b> What part of the service do they interact with?	Advertisement of app for cyclone alert	Sending information as notification Maintain culture of prevention	Communicate with local officials Keep track on cyclone App contains more information about cyclone	user friendly access resource easily previous records of the cyclones
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	Increase the efficiency of the app	Reduce the time consumption for giving the results	Improve consistency in app design	Create an offline mode in case that network connection drops
<b>Process ownership</b> Who is in the lead on this?				

### Step 3: Journey Outcomes

*What changes for them?*

## Outcome

Describe how the life and environment of the customer changes once they used the product or service.

**What are they able to do now?**

know the accurate intensity of cyclone	Buy the Essential things before cyclone	Prepare themselves mentally for the disaster
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**What can they finally avoid doing?**

Ignore rumors and believe in the official information	Avoid having confusion for understanding the intensity of cyclone	Avoid planting the crops which can be easily destroyed during cyclones
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**What changed in my environment?**

Reduces the loss of life by indicating before	Get the clear view about the intensity of cyclone	Aware of the cyclones
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