

Customer Journey

Date	12 October 2022
Team ID	PNT2022TMID03402
Project Name	Digital Naturalist – AI Enabled tool for Biodiversity Researchers
Maximum Marks	4 Marks



Customer experience journey map

Digital Naturalist

	Discover	Entice	Enter	Engage	Exit	Extend
Discover Browsing, looking, searching, and visiting a local city tour						
Steps What does the customer expect typically associated?		Research on the project Research on the project Research on the project	Registration Registration Registration	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project
Interactions What moments do they have at each step along the way? • People: Why do they see a "Hello"? • Places: Where are they? • Things: What digital or physical objects do they see?		Research on the project Research on the project Research on the project	Registration Registration Registration	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project
Goals & motivations To what step, what is a person's primary goal or motivation? ("I hope to... or I hope to avoid...")		Research on the project Research on the project Research on the project	Registration Registration Registration	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project
Positive moments What does a typical person find enjoyable, surprising, fun, and using delightful in reading?		Research on the project Research on the project Research on the project	Registration Registration Registration	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project
Negative moments What does a typical person find frustrating, confusing, annoying, easy, or time-consuming?		Research on the project Research on the project Research on the project	Registration Registration Registration	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project
Areas of opportunity How might we make each step better? What can we do next? What can others suggest?		Research on the project Research on the project Research on the project	Registration Registration Registration	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project	Research on the project Research on the project Research on the project