Project Design Phase-II
Customer Journey Map

Date	**16 October 2022**
Team ID	**PNT2022TMID35901**
Project Name	**Natural Disasters Intensity Analysis And Classification Using Artificial Intelligence**
Maximum Marks	**4 Marks**

CUSTOMER JOURNEY MAP

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

Natural disasters intensity analysis and classification using AI	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Users become aware of the AI model through advertisements and social media Users become aware of this model through the government and nature protecting agencies	Video frames captured for the intensity analysis Classification and prediction results of the disasters	Classifies the natural disaster and tells the intensity of disaster Evaluating existing conditions of exposure and vulnerability that can harm people and environment	Determination of the nature and extent of disaster risk Triggering an alarm to alert people if disaster is predicted	Establishing link with government and organizations for Mitigation Implementing Helpline, Awareness and Threshold Actuating Systems
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?	Interaction with people who are familiar with product In the workplaces and publicplaces	Use of hardware on-screen interfaces to communicate Interaction with technical experts	Interaction with scientists and disaster analysers Interaction with videocam for continous monitoring	Communicate their feedback to service providers Contact the helpline in case of disaster detection	Interaction with the government agencies for taking appropriate functions Interaction with other people to spread awareness
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Simple user friendly UI To gain knowledge in the field of natural disaster classification	To make full use of the functionality of the model Time bound support	Improved response time Accurate prediction	Examining the numbers of fatalities, injuries Preventing loss of life and property	Ensuring better service to customers Improvisation based on feedback provided
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Motivated to save human and property Productive algorithms and calculations for disaster classification	Delightful user interface experience Exploring the possibility of a continuous self-learning model using DL	Designing light weight Web Application Training and testing of model	Periodic forecasting without interruption Ensuring Robust Operation across terrains and climates	Examining the financial damage caused Implementing Helpline, Awareness and Threshold Actuating Systems
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Time consuming analysis Complexity of algorithms	Fear of losing data Costly hardware and software components	Collection of large set of data is time consuming Frustation due to long duration of training of model	Failure due to technical issues Anger due to some error in resuts	Examining the false triggering and correcting it Fear of loss of life and property
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Increased brand loyalty Advertising the model to public	Betterment of accuracy in prediction Retrieval of Training and testing data	Designing light weight Web Application Addition of more number of data	Optimizing the AI Model with respect to real world environment Periodic forecasting without interruption	Maximizing the uptime of the Web App Service Examining the false triggering and correcting it

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