Project Design Phase 2
Customer Journey Map

Date	12 October 2022
Team ID	PNT2022TMID38054
Project Name	Project – 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":
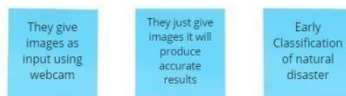
Step-1: Goals and needs

Step 2: Journey Steps

| 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? |
|---|---|---|---|---|
| **Actions**
What does the customer do? What information do they look for? What is their context? | Customer look for the name of the disaster | Connect with the gooile account · Emergency · Take photo | prepared ness · Stay in a safe area or a shelter · Practice safty drills · Stay connected and updated | Creating awareness among the people · sharing the worse experince during the natural disaster · Giving ideas to protect them during disaster disaster |
| **Needs and Pains**
What does the customer want to achieve or avoid?
Tip: Reduce ambiguity, e.g. by using the first person narrator. | Unwanted Advertisement · Popup messages | Irrelevent informations · Multiple verification steps · Payed information | Try no to be panic · Always keep emergency kits · Plan for alternate location · proper awareness programs should be conducted | Sharing necessary things to the people who have affected · Sharing the effect of drastic disaster through social media · sharing disaster effect through phone calls or some intermediatory |
| **Touchpoint**
What part of the service do they interact with? | Press/Media social media Advertisement Flyers Telemarketing | Email · Advertisement · google notification | always keep firs ai kit · listen to local officials · Be mindful of different kinds of disaster · create an evacuation plan | sharing different perspectives of disaster · sharing food,cloths to the people · proper acknowledgement and sharing the proper ideology behind the disaster |
| **Customer Feeling**
What is the customer feeling?
Tip: Use the emoji app to express more emotions | 🤠 | 🤔 | 🙁 | 🤦 |
| *Backstage* | | | | |
| **Opportunities**
What could we improve or introduce? | A website can be created which identifies | The website can be made secure and more accurate so that it will | The customers can give a image as Input and the type of natural | The website can be made available to everyone who need to |
| **Process ownership**
Who is in the lead on this? | After he website is created it will be in charge of NDRF. | The NDRF team is in lead of the website. | The NDRF team is in lead of the website | The NDRF team is in lead of the website |

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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?

- Customers can easily identify the type of natural disaster.
- Easy to identify the natural disaster when disaster image given as input.
- Intensity identification when given a disaster image as input.

What can they finally avoid doing?

- No need for the continuous searching for the type of disaster.
- No need to worry about the intensity calculation of that disaster.
- They may not worry about image quality. Produce accurate result.

What changed in my environment?

- Earlier identification of natural disaster and intensity analysis.
- Due to the product, there is a reduction of risk due to disaster.
- The loss of lives and ecosystem are prevented due to easier identification

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