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| **Template** | **Customer experience journey map**  Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.  When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.  Created in partnership with    [**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co) | JOURNEY MAP  ✴  **Document an existing experience**  Narrow your focus to a specific scenario or process within an existing product **TIP**  or service. In the **Steps** row, document the step-by-step process someone As you add steps to the  typically experiences, then add detail to each of the other rows. experience, move each these  “Five Es” the left or right  depending on the scenario you are documenting. | | | | | | |
|  | **SCENARIO**  **Browsing, booking, attending, and rating a local city tour** | **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? | **Capturing the**  **images and Process the images Suppressing the fire monitoring the**  **forest**  Need to monitor the The image should be Based on the Fire's forest carefully with the processed using the spread range, the camera and so the fire Deep Learning algorithm measures to stop the fire can be easily detected to detect the Fire and it's should be decided and  earlier spread range. played. | **Know system Location Functioning**  The officers should The officer need to be taught about the know about the location functioning of the of Fire and it would be  system. given by the GPS | **Image Processing Deep Learning Location Sharing Identify fire Spread**  **Range**  Capturing the Deep Learning makes The GPS tracker should be By video monitoring, the  images continuously use of the images implanted with the camera deep learning would captured and do some system and that would make use of such things  for processing to particular algorithms to send the exact location of and calculate the Fire  know about the Fire notify the Fire the Fire to the Fire Station spread range. | **Get into to the Suppression of Fire Forest**  The officers need to go to The officer would take  the exact location with some measures to  the details already given suppress the fire based on by the system to the the information gathered nearby Fire Station. from the system. | **Return to a former State**  The officers would give a view to the forest and remove the damaged soils, burnt trees and then replant. |
| **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? | Forest Fire Officer The Forest  Fire | Forest Fire Offcer The Forest  The Forest Fire Detection System | Officer in the nearby Fire Station Fire Station  The System | The Forest Officer The Forest  Fire | The Forest Officer The Forest  The Plants |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | Monitor the Forest Prevention of fire in  Carefully Stop the Fire the Forest | Know about the Forest Fire Detection system | Identify whether the Identify the Fire Fire occurs or not. Spread range | Stop the Fire without great damage | Replanting the Forest |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Overjoyed | Curious | Overwhelmed | Thrilled Adventuristic | Releived and Gratified Fulfilled |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | If can't able to control fire. Feel crestfallen. |  | May if it not works..... | Furious Tensed | Tired |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | Prevention of getting flammable things inside the forest | Giving the manual to the Forest officer about the working of the system. | Making use of the Deep The video monitoring The exact location should learning algorithm to find should used via the Deep be viewed via the GPS  the Fire in the forest learning algorithm to locator embedded with  using image processng. identify the Fire spread the camera. range | With the information Based on the given to the Fire Station information the by the System, The Fire measures that were  Spread range can be  Known. suit for that situation. | Planting the plants which are suitable to the soil. |
|  | **Need some inspiration?**  See a finished version of this template to kickstart your work.  [**Open example**](https://app.mural.co/template/f59f644b-b4b4-47b5-9ed6-3a8c71ceb612/896b31fe-5597-40ef-9b06-3811a1a45ace) |  |  |  |
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