

Customer Journey Map

Date	16 February 2026
Team ID	LTVIP2026TMIDS74755
Project Name	Rising Waters: A Machine Learning Approach To Flood
Maximum Marks	4 Marks

Journey Stages Overview

Stage	What the User Experiences	Goal / Motivation
Entice	User becomes aware of flood prediction website	Help me know if there is a flood risk
Enter	User visits the web application	Help me access the prediction system easily
Engage	User enters environmental parameters and submits	Help me get accurate flood prediction
Exit	User views flood / no flood result	Help me understand the result clearly
Extend	User revisits system for future checks	Help me stay prepared for future risks

Interactions at Each Stage

Stage	Digital Touchpoints	People / System Interaction
Entice	Website link or shared demo	User interacts with web interface
Enter	Home Page (index.html)	User reads project description
Engage	Input Form (temperature, humidity, etc.)	Flask processes input
Exit	Result Page (Flood / No Flood)	Model returns prediction
Extend	Reuse website for new inputs	Continuous prediction usage

Positive Moments

Stage	Positive Experience
Entice	Easy access to the system
Enter	Simple and clean interface
Engage	Fast prediction generation
Exit	Clear result display
Extend	Can check multiple scenarios

Negative Moments

Stage	Possible Issues
Enter	User confusion about input values
Engage	Incorrect input may affect result
Exit	User may not understand prediction meaning
Extend	No historical tracking of predictions

Areas of Opportunity

Stage	Improvement Opportunities
Enter	Add user guide for input values
Engage	Add input validation and tooltips
Exit	Add probability percentage with prediction
Extend	Add prediction history feature