

Rising Waters: A Machine Learning Approach to Flood Prediction

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PROJECT NAME	Rising Waters: A Machine Learning Approach to Flood Prediction
MAXIMUM MARKS	2 MARKS

3.1 CUSTOMER JOURNEY MAP:

The Customer Journey Map illustrates the steps a disaster management authority or local government official takes while using the Rising Waters machine learning-based flood prediction system. It visualizes the journey from awareness of flood risks to the outcome of successful flood management.

Each stage highlights:

- User actions** – what the authority does at that stage
- Touchpoints** – dashboards, alerts, and reports
- Emotions** – how the user feels, from concern to confidence
- Opportunities** – how the system supports faster, data-driven decision-making

By mapping this journey, the diagram shows how *Rising Waters* helps authorities anticipate floods, plan evacuations, and reduce casualties and damage, making the system user-focused and impactful.

