




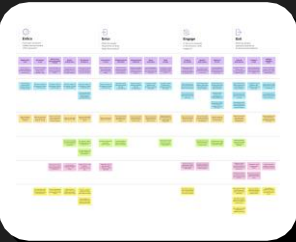
# Customer experience journey map

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

 **Product School**

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## 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.

# Hazardous Area Monitoring For Industrial Plant

**TIP**

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

Team ID: PNT2022TMID16047

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>ADVERTISEMENTS</div> <div>GETTING TO KNOW ABOUT THE THROUGH VARIOUS MEANS OF ADVERTISING: TV, LIFE, BROWSE, OTHER SOCIAL MEDIA, ETC.</div> <div>FRIENDS AND FAMILIES</div> <div>ONCE PEOPLE START USING OUR PRODUCTS, THEY CAN ALSO REQUEST IT TO THEIR FRIENDS, FAMILIES, RELATIVES, ETC.</div> <div>SELF INTEREST</div> <div>THE PERSON WHO HAS BEEN A VICTIM IN A HAZARDOUS EXPLOSION MAY TRY TO FIND A SOLUTION THAT SOLVES THE PROBLEM</div>	<div>AWARENESS</div> <div>THEY WILL TRY TO KNOW INFORMATION MORE ABOUT THE PROVIDERS</div> <div>PRODUCT DETAILS</div> <div>THEY WILL TRY TO KNOW ABOUT THE DETAILS OF THE PRODUCT OFFERED</div> <div>REQUIREMENTS</div> <div>THEY WILL COME TO KNOW ABOUT VARIOUS PRODUCTS BEING USED IN PROVIDING THE SOLUTION</div>	<div>TECHNICAL KNOWLEDGE</div> <div>CUSTOMERS WILL GET TO KNOW ABOUT THE WORKING PRINCIPLE OF THE PRODUCT</div> <div>DEMO</div> <div>THEY CAN ATTEND THE DEMO SESSION OF THE PRODUCT</div> <div>AWARENESS</div> <div>THEY WILL FEEL THE ASSURANCE OF THE SAFETY AND SECURITY OF THEIR LIVES DUE TO THE PRODUCT</div>	<div>QUERIES</div> <div>THE GUIDE IS OVER AND THE CUSTOMERS CAN CLEAR THEIR QUERIES</div> <div>REVIEW</div> <div>THEY CAN SUBMIT A REVIEW ABOUT THEIR EXPERIENCE ON A SCALE OF 1-5</div>	<div>PROFILE</div> <div>FURTHER DETAILS WILL BE SHOWN IN THE CUSTOMER PROFILE</div> <div>RECOMMENDATIONS</div> <div>FUTURE RELATED RECOMMENDATIONS WILL BE GIVEN TO THE CUSTOMER</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?<ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li></ul></div>	<div>CUSTOMERS CAN OFFICIALS THROUGH WEBSITE, CALL, TEXT OR CAN MEET THEM IN PERSON</div> <div>THE OFFICIALS ARE AVAILABLE AT THE OFFICE PLACE</div> <div>PRODUCT CATALOG, FEEDBACK SURVEY, DIGITAL MARKETING CONTENT, ETC...</div>	<div>DETAILS OF THE CUSTOMER WILL BE RECORDED BY THE OFFICIALS</div> <div>CUSTOMERS WILL BE PROVIDED WITH DETAILS REGARDING THE PRODUCTS</div> <div>PAYMENT FOR THE PRODUCT WILL BE TAKEN CARE OF BY BOTH ONLINE AS WELL AS OFFLINE</div>	<div>OFFICIALS WILL EXPLAIN ABOUT THE PRODUCTS TO THE CUSTOMER</div> <div>CUSTOMERS CAN CLEAR THEIR DOUBTS WITH OFFICIALS 24/7</div> <div>THEY CAN ALSO MAKE THE PRODUCT CUSTOMIZABLE IF THEY WANT</div>	<div>THEY CAN GO FOR THE TRIAL ALONG WITH THE TECHNICAL ASSISTANCE</div> <div>THEY CAN PROVIDE THE REVIEW ABOUT THE PRODUCT AFTER USING IT</div>	<div>THEY WILL FEEL HAPPY AND SECURE AS THEY FOUND THE SOLUTION FOR THE ISSUE</div> <div>FURTHER FORMAL PROCEDURES WILL BE TAKEN CARE OF BY THE OFFICIALS</div>
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>THE MAJOR GOAL IS TO PREVENT THE VARIOUS HAZARDS AND LOSSES AS A RESULT OF EXPLOSIONS IN THE INDUSTRY</div>	<div>OUR PRODUCT AIMS TO PROVIDE SAFETY TO THE WORKERS AND PREVENT THE LOSS OF EQUIPMENTS FOR THE INDUSTRY</div>	<div>IT PREVENTS THE EXPLOSION FROM OCCURRING AND SAVES MANY LIVES</div>	<div>ASSURANCE OF THE SAFETY AND SECURITY TO THE PEOPLE</div>	<div>REVIEW ON THE SITUATION TO AVOID IT IN THE FUTURE</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>THEY WILL BE SURPRISED BY THE WAY THE PRODUCT WORK AND HOW USEFUL IT IS FOR THEIR INDUSTRY</div>	<div>WORKERS WILL KNOW ABOUT THE TEMPERATURE AND HAZARDOUS LEVEL AND THEIR RISK LEVEL</div>	<div>ALERTS THAT ARE GENERATED PROMPTLY WHICH COULD SAVE THEIR LIVES</div>	<div>THEY CAN TAKE PREVENTIVE MEASURES TO PROTECT THEM</div>	<div>PREVENT THE SITUATION FROM OCCURING</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>THEY MAY NOT BE SURE WHETHER IT IS ACTUALLY HELPFUL</div>	<div>GETTING USED TO THE PROCEDURE CAN BE HARD FOR THE WORKERS IN THE BEGINNING</div>	<div>USERS SHOULD CONSTANTLY CHECK THEIR DEVICE FOR POSSIBLE ALERTS</div>	<div>IF THEY DIDNT PROVIDE THE REQUIRED PRECAUTIONS OR COULDNT PREVENT THE LOSSES FROM OCCURING</div>	<div>IF THEIR QUERIES IS NOT RESOLVED ON TIME</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>USAGE OF TOOLS THAT CAN HAVE BETTER AND EASY REACH TO THE REQUIRED PEOPLE AS SOON AS POSSIBLE</div>	<div>SENSING OF PARAMETERS AND LOCATION OF ALERT WITH MORE PRECISION</div>	<div>PROVISION OF ALERT TO WORKERS AS WELL AS ADMIN AS SOON AS POSSIBLE</div>	<div>PROPER UPDATION ON THE PRODUCT AT TIMES REGULARLY</div>	<div>EASY AVAILABILITY OF THE PRODUCT IN THE MARKET</div>

