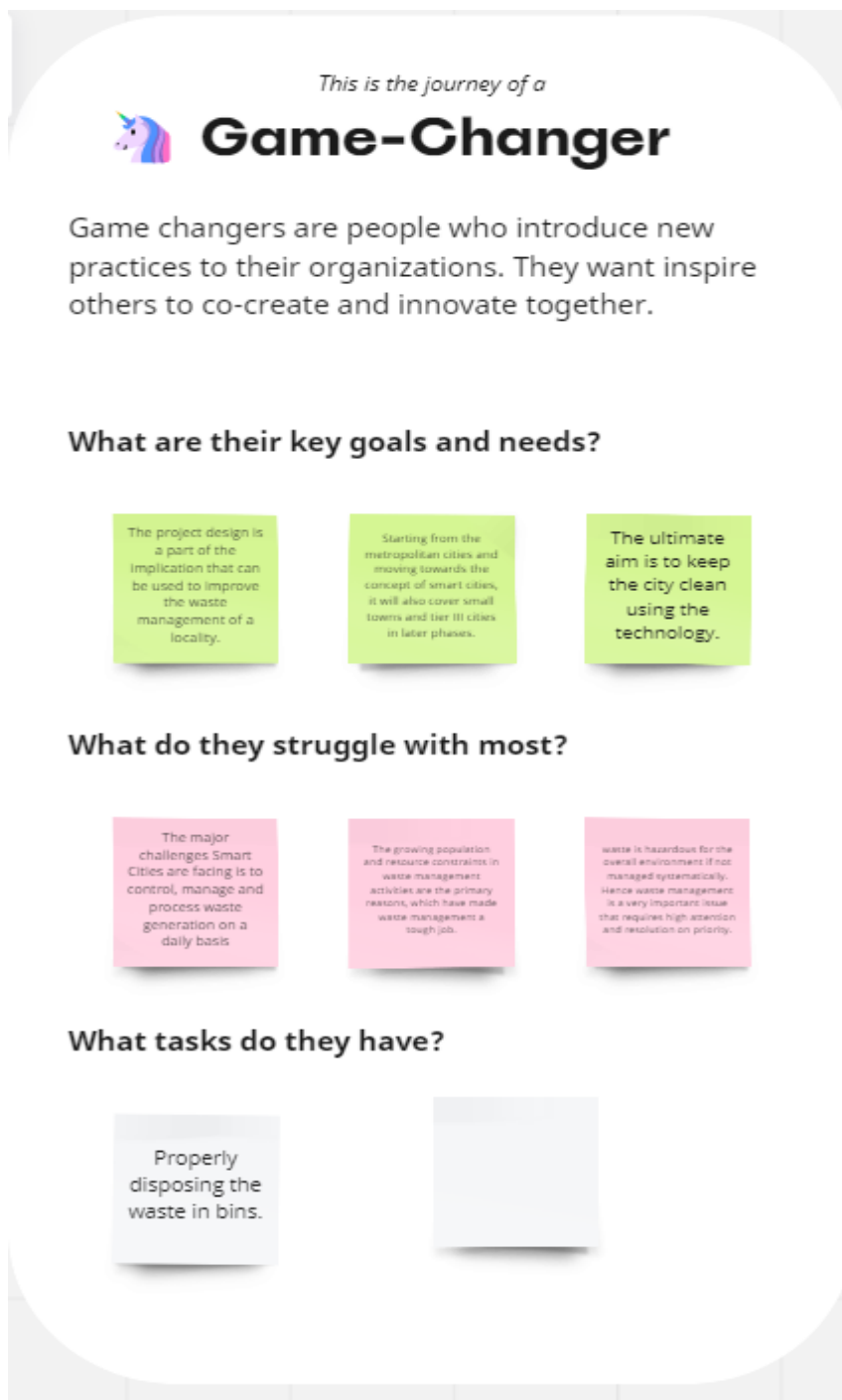


Customer Journey Map

Date	12 th October 2022
Team ID	PNT2022TMID11760
Project Name Project	Smart Waste Management System for Metropolitan Cities
Maximum	2 marks



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?	They need to get the message about the emergency clean. Because it is harmful and can create health issues.	Using sensors. writing codes for Arduino uno. setting up IoT platform.	The sensor measures the waste level in the container. It is a real-time monitoring system. Sensors are used to monitor the waste level in the container. Container level is monitored by a real-time monitoring system. It is a real-time monitoring system.	Reduce mileage on fuel vehicles. Cut costs (on subscription, hardware, etc.). Save time, increase efficiency.
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Waste is not segregated at source. Sensors aren't working properly, dispose of different types of waste correctly.	The needs are sensors for monitoring. IoT platform for receiving data. Route optimization for shared routes.	Data is collected and sent via a cellular network to analyze. Data is displayed on a IoT-based platform for customers. The sensor measures the waste level in the container. It is a real-time monitoring system.	By using more optimization, identifying the most cost-effective routes. A reduction in waste collection costs. Greater efficiency.
Touchpoint What part of the service do they interact with?	IoT	sensors, arduino uno IoT platform	Companies will be able to know when bins will be full for the first time. Vehicles only collect full or overfull containers.	A more responsive service. Reduced carbon emissions. Create healthy environment.
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😊	😊	😊	😊
Backstage				
Opportunities What could we improve or introduce?	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by
Process ownership Who is in the lead on this?	Public people	Project team	MC	Public



Full Map:

