

Project Design Phase-II

Customer Journey

Date	15 October 2022
Team ID	PNT2022TMID53996
Project Name	GAS LEAKAGE MONITORING AND ALERTING SYSTEM FOR INDUSTRIES
Maximum Marks	4 Marks

<div> <div>CUSTOMER JOURNEY</div> <div> </div> </div>									
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 & 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?	Leakage of the gas is detected Type of the gas leaked is detected	To share their contact details to reach them out! To prioritise delivery	Check for well-functioning and faulty devices Ensure all specifications are met Testing the whole system before actual deployment	Check for authenticity Test device before sharing					
Needs and Pains What does the customer want to achieve or avoid?	Quick action after the gas detected To prevent future disaster	To make them know how inevitable these machines are for the safety of their industries To get to know completely about the device they're going to purchase	Experts seamless working experience Achieve maintenance and long life of devices	Promote business A way of helping the society					
	Network Failure Human Errors	Delivering uncertified product Not being customer-friendly	Looks down on expensive and frequent reparations	Efforts going unrecognised					
Touchpoint What part of the service do they interact with?	Through their IOT-connected devices, such as mobile phones and systems Website	Website App Expos	A guided manual Relevant hardware and software Database management Warnings and buzzers	Contractors Visual demos					
Customer Feeling What is the customer feeling on this product?	Secured feeling Happy about this discovery	Non-complex Easy Process	Trustable Confident equipment handling	Save people's lives. Generate good revenue					