Project Design Phase-II Customer

Journey

Date	7 November 2022
Team ID	PNT2022TMID27037
Project Name	Smart waste management using IOT in Metropolitan cities

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 Successfully	Sharing Why would they invite others?
Action What does the customer do? What information do they look for? What is their context?	Smart waste management system	To fill up their information in the application/website for registering.	Establish a connection (or) link with device to the Cloud/Mobile. Stay in constant communication.	When they get fulfilled with their product, they can recommend to other industrialists.
Needs and Pains What does the customer want to achieve or avoid?	To make pollutionfree Metropolitan cities	To have enough knowledge on using the devices.	Working employee need to focus on every aspect of product development.	If they have more contacts, they could share the experience of the product to them.
Touchpoint What part of the service do they interact with?	Through their mobiles and systems which is connected with the device through IoT.	Website Mobile app In-store employees	Sensors Video demos Mobil e/PC Notification sends to waste collectors	Social media Sponsorship and collaboration Newspapers
Customer feeling What is customer feeling	😊	😍	🤩	🥳
Process ownership Who is in the lead on this	Industrialists	Industrialists	Causalities/Industrialists	Industrialists