

Project Design Phase-II

Customer Journey

Date	26 September 2022
Team ID	PNT2022TMID08065
Project name	Efficient water quality analysis and prediction using Machine Learning
Maximum Marks	4 Marks

Customer Journey:

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.

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

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	<p>Entice How does someone initially become aware of this process?</p>	<p>Enter What do people experience as they begin the process?</p>	<p>Engage In the core moments in the process, what happens?</p>	<p>Exit What do people typically experience as the process finishes?</p>	<p>Extend What happens after the experience is over?</p>
<p>Steps What does the person (or group) typically experience?</p>	<p>Using Water Resources The water is clean, safe & easily accessible.</p> <p>Website or Mobile app Program is user friendly, the ability of user to access, edit & download data.</p> <p>Referring the authorities and neighbors Neighbors look up to you as a professional person, who can help them in their water related issues.</p>	<p>Applicable to both applications and hardware Customer has to go through a lot of steps.</p> <p>Getting Message A message is sent, and the user is able to see what is said.</p>	<p>Aware of water Realizing that water pollution is bad & your pollution.</p> <p>Environment A good environment is a good environment and pollution is a bad environment.</p>	<p>Gather information The user gets a lot of information.</p> <p>Report It is a good idea to report the water quality to the authorities.</p>	<p>Recommend to friends and neighbors It is a good idea to report the water quality to the authorities.</p> <p>Solution for problems It is a good idea to report the water quality to the authorities.</p>
<p>Interactions What interactions do they have at each step along the way?</p> <p>• People: Who do they see or talk to?</p> <p>• Places: Where are they?</p> <p>• Things: What digital touchpoints or physical objects would they use?</p>	<p>Use the website or app to find information.</p> <p>Referring the quality of the water using a friend or neighbor.</p>	<p>See how the water quality changes in the water.</p> <p>Transmission of the water data.</p>	<p>Discussion concerning the quality of the water with friends.</p> <p>People may not be aware of the water quality.</p>	<p>Include a review of the water quality.</p> <p>Increase in water quality.</p>	<p>Encourage users to report the water quality to the authorities.</p> <p>Use the website to get the water quality.</p>
<p>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>To find the water quality.</p> <p>To find the water quality.</p>	<p>To find the water quality.</p> <p>To find the water quality.</p>	<p>To find the water quality.</p> <p>To find the water quality.</p>	<p>To find the water quality.</p> <p>To find the water quality.</p>	<p>To find the water quality.</p> <p>To find the water quality.</p>
<p>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Obtain a water quality report.</p> <p>Understanding the quality of the water.</p>	<p>Obtain a water quality report.</p> <p>Understanding the quality of the water.</p>	<p>Obtain a water quality report.</p> <p>Understanding the quality of the water.</p>	<p>Obtain a water quality report.</p> <p>Understanding the quality of the water.</p>	<p>Obtain a water quality report.</p> <p>Understanding the quality of the water.</p>
<p>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>The user is not able to find the water quality.</p> <p>The user is not able to find the water quality.</p>	<p>The user is not able to find the water quality.</p> <p>The user is not able to find the water quality.</p>	<p>The user is not able to find the water quality.</p> <p>The user is not able to find the water quality.</p>	<p>The user is not able to find the water quality.</p> <p>The user is not able to find the water quality.</p>	<p>The user is not able to find the water quality.</p> <p>The user is not able to find the water quality.</p>
<p>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>The user is not able to find the water quality.</p> <p>The user is not able to find the water quality.</p>	<p>The user is not able to find the water quality.</p> <p>The user is not able to find the water quality.</p>	<p>The user is not able to find the water quality.</p> <p>The user is not able to find the water quality.</p>	<p>The user is not able to find the water quality.</p> <p>The user is not able to find the water quality.</p>	<p>The user is not able to find the water quality.</p> <p>The user is not able to find the water quality.</p>