





Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	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?	<ul style="list-style-type: none">To checks the quality of water in real time through various sensors (one for each parameter: pH, conductivity, temperature) to measure the quality of water.	<ul style="list-style-type: none">Monitoring water quality is very important for maintaining ecosystem health and the livelihood of the population. It reflects the health of surface water bodies as a snapshot in time (weeks, months, and years).Therefore, best practices and efforts are needed to monitor and improve water quality.	<ul style="list-style-type: none">The drinkability of any water source involves testing its chemical composition, such as its pH (acidity), whether it contains toxins such as microplastics, and other variables such as temperature.A qualified scientist takes a sample from a water source every so often, analyzes it, and compares it with the recommended standards of a reputable organization, such as the WHO or the USEPA.	<ul style="list-style-type: none">Monitoring provides the objective evidence necessary to make sound decisions on managing water quality today and in the future.Water-quality monitoring is used to alert us to current, ongoing, and emerging problems; to determine compliance with drinking water standards, and to protect other beneficial uses of water.
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<ul style="list-style-type: none">The customer wants to avoid unnecessary details not related to productWants an effective and reliable product and service<ul style="list-style-type: none">Value offered by the product	<ul style="list-style-type: none">Provide top-notch customer serviceShare positive reviews and testimonials<ul style="list-style-type: none">Ask for and act on feedback	<ul style="list-style-type: none">Provide excellent customer serviceGet customer success metrics that matter<ul style="list-style-type: none">Organize around the customer	<ul style="list-style-type: none">Offer discounts and incentivesProvide them with best customer serviceImprove your website and Promote your expertise<ul style="list-style-type: none">Ask for referrals
Touchpoint What part of the service do they interact with?	<ul style="list-style-type: none">Water quality authorities and analystProviding highly water quality efficient service	<ul style="list-style-type: none">Industries should register themselves with the service and equip themselves<ul style="list-style-type: none">Government agencies	<ul style="list-style-type: none">We issue them to manual oof operation along with guidelines to target customers	<ul style="list-style-type: none">This would invite many private companies to the market
Customer Feeling What is the customer feeling by Using the <i>emoji</i> .				
Opportunities What could we improve or introduce?	<ul style="list-style-type: none">By providing better requirements for The customer needs.	<ul style="list-style-type: none">Increase the number of users and in turn satisfying the Requirements for registration	<ul style="list-style-type: none">Demonstrate the use of product in front of customers and its working capabilities.	<ul style="list-style-type: none">We could contact the old customers and ask them For referral on the service offered and Increase the quality of service.