

<b>Journey Steps</b> Which step of the experience are you describing?	<b>Discovery</b> Why do they even start the journey?	<b>Registration</b> Why would they trust us?	<b>Onboarding and First Use</b> How can they feel successful?	<b>Sharing</b> Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div data-bbox="508 316 620 435">For the better safety for the users or to improve the quality of water</div>	<div data-bbox="848 316 963 435">Locations with increased water quality are given</div> <div data-bbox="999 316 1115 435">Providing improved quality of service</div>	<div data-bbox="1305 316 1422 435">Water wastage can be avoided after analysing the output</div> <div data-bbox="1512 316 1628 435">increasing the chances of reusability of water and improving the ecosystem</div>	<div data-bbox="1890 316 2007 435">To determine the water condition in the locality</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div data-bbox="448 510 560 630">To save our time which is being wasted during manual processing</div> <div data-bbox="582 510 696 630">To avoid disease caused due to poor quality of water</div>	<div data-bbox="931 510 1046 630">Customers achieve exact amount of datas such as ph, temperature, turbidity</div>	<div data-bbox="1411 510 1536 630">Help people become conscious against using contaminated water as well as stop polluting water</div>	<div data-bbox="1886 510 2011 630">Take measures to create a awareness to stop polluting water after being analysed</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div data-bbox="510 686 624 805">They are interacted with national water management system</div>	<div data-bbox="931 686 1048 805">Web App/ user interface</div>	<div data-bbox="1314 686 1429 805">Accurate data analytics</div> <div data-bbox="1512 686 1624 805">Sensors - GSM sensors, Turbidity sensor, temperature sensor etc.</div>	<div data-bbox="1805 686 1917 805">Awareness to be provided by the officials</div> <div data-bbox="1995 686 2107 805">Marketing Strategies - Advertisements</div>
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the <b>emoji app</b> to express more emotions</i>	<div data-bbox="537 888 586 936">🤔</div>	<div data-bbox="963 888 1012 936">😊</div>	<div data-bbox="1449 888 1498 936">😄</div>	<div data-bbox="1942 888 1991 936">💕</div>
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	<div data-bbox="414 1099 714 1193">By improving the metrics of quality and quantity of already existing water bodies in local areas</div>	<div data-bbox="808 1099 1108 1193">Assuring the durability of the system and cost effective implementations</div>	<div data-bbox="1254 1090 1561 1201">Decreasing the infections by increasing the water quality</div>	<div data-bbox="1780 1090 2087 1201">Increase the number of awareness programs conducted by the officials and promote it through advertisements</div>
<b>Process ownership</b> Who is in the lead on this?	<div data-bbox="506 1275 616 1385">Government officials who are responsible for water safety control</div>	<div data-bbox="934 1275 1041 1385">Government officials and users</div>	<div data-bbox="1408 1270 1516 1386">Water quality changes, government officials, users</div>	<div data-bbox="1899 1275 2007 1386">Users who are connected through social media</div>