Customer Journey Map

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Team ID	PNT2022TMID51580
Project Name	Project - IOT Based Real-time River Water Quality Monitoring and Control System

Local Authority

This is the journey of a

Local Authority is a person who represent his/her locality people about the quality of the water, if the water is contaminated they protect the people from drinking it.

What are their key goals and needs?

- periodical status about the quality of water
- accurate and correct prediction of water quality
- remote access and covering all locality water bodies

What do they struggle with most?

- parameters to determine the water quality
- hardware sensors to measure water quality
- knowledge about usage of application

What tasks do they have?

- collect information about local water bodies
- make people aware about the water quality
- prevent any disastraous event from happening

Journey Steps — Which step of the experience are you describing?	Discovery — Why do they even start the journey? To know the quality of water to prevent disease and dead		Registration — Why would they trust us? We provide accurate and correct measurement of water quality		Onboarding and First Use — How can they feel successful? When any contamination in water bodies is reported immediately and saves life		Sharing — Why would they invite others? To make others also aware of the quality of water in their locality	
Actions — What does the customer do? What information do they look for? What is their context?	They consume the water not knowing the quality of water		They access the application to know the quality of the water	They access the application from a remote location	They are warned immediately if the water is contaminated	Prevents spread of water disease and death of life.	When a locality water body is contaminated they are warned and prevented	So, they share the application with other locality to get benefited
Needs and Pains — What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	All people should be healthy consuming good quality water	Consuming contaminated water may cause diseases and even death	Using this app they can know the water quality easily	Most of the people are not aware of presence of such app	Automatic sms alert is made if water is contaminated	Costly installation in a local water body	People share their experience of being benefited	not available for all remote water bodies
Opportunities — What could we improve or introduce?	Spread awareness about importance of water quality		Easy and simple UI for all people to access		enhanced method of alert to all people		sharing the application through social media	
Customer Feeling — What is the customer feeling? Tip: Use the emoji app to express more emotions	🦉		🤔		😀		🥳	
Touchpoint — What part of the service do they interact with?	Real Water		Web User Interface		SMS alert		E-mail	

Outcome

What changes for them?

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

- Access the application from remote locations
- Check the quality of water with single click
- Receive SMS alert message if water is contaminated

What can they finally avoid doing?

- Prevent water diseases and death of life
- Avoid consuming contaminated water
- Accessed remotely which avoids travel to specific places

What changed in my environment?

- Mode of access by people (UI)
- Using of high quality sensors
- Automatic SMS alerts generated