Template

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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customer journey map -Real time river water quality monitoring and control system

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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 "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice How does someone initially become aware of this process?	PREREQUISTE What do people experience as they begin the process?	PROJECT DESIGNING AND DEVELOPMENT In the core moments in the process, what happens?	BENEFITS What do people typically experience as the process finishes?	OUTCOMES What happens after the experience is over?
Steps What does the person (or group) typically experience?	making people to know about their actual problem Usage of advanced technologies they can feel the threats and disadvantages they feel curious about new technologies and applications	checking for availability of technologies and their applications getting a deep knowledge about problems and available solutions	sensor setup is made and design implementation is done according to the need	satisfaction of customers	Advanced purity application
Interactions What interactions do they have at each step along the way? ▪ **People:** Who do they see or talk to? ▪ **Places:** Where are they? ▪ **Things:** What digital touchpoints or physical objects would they use?	Getting to know about their problem and requirements visiting the effected area and knowing updates getting data samples and making database	real time data access can be done by using remote monitoring and internet of things technology.data collected can be stored in IBM could .with the help of web IU we can get analysed data	to check water quality by analysing the parameters such as temperature ,pH and conductivity.by considering these requirements smart water monitoring system	river water quality monitoring and control system	easier usage model and accurate values
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	making people accessible with edible drinking water to make them aware of easy solutions for their problem	customer requires the system consist of several sensors is used to measuring physical and chemical parameters of water	creating a control and monitoring river water quality system which is having accuracy for customers need	clean drinking water	availability of clean drinking water in rural areas
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	seeing people ready for change and development	this project has been successful in addressing the problems that needed to be resolved and have several applications	the aim of this project is to give an application which can be easily operated and give real time information	automatic control and IOT based application	safe drinking water
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	implementation process taking more time	the major drawback of this system is high initial costs and complex structure	the sensors are operated on a power source which might requires to be replaced in case of malfunctioning	seasonal changes	to test more parameters of the water quality for some applications
Areas of opportunity How might we make each step	this will create more opportunities for people in rural area	The design and demonstration of a prototype remote ,automatic,and low cost water quality monitoring system creating a	the monitoring system need a executive care and technical support	can have real time data values	the system has wide applications and it is usable by all categories of users

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