

| Jouney Steps Which step of the experience are you describing? | Discovery Why do they start the journey? | Registration Why would they trust us? | Onboarding and first use How they feel sucessful? | Sharing Why would they invite us? |
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| Actions What does the customer do? What information they look for? | Detection of forest fire | They can continuously monitor forest fire. | This system helps in the prevention of forest fire and also helps to reduce global warming. | This product can be only used by corporation or government to monitor forest fires. |
| Needs and Pains What does the customer want to achieve or avavoid? | To avoid the forest fire and to decrease the forest fire caused by forest fire. | If there happens any suspicious activity with the help of this system people can get the information earlier and it also alert the forest fire department. | corporation/Government/ forest fire department have to monitor the system regularly. | If they have more contacts, they can share the experience to them |
| Touchpoint What part of the service do they interact with? | They can interact with the forest fire department. | System | Video DemosSpeakers | Social Media, Sponsership |
| Customer Feeling What is the customer feeling? | 😊 | 😇 | 😍 | 😍 |
| Process Ownership Who is in the lead on this? | Corporation /Government | Government | Forest Fire Department/ People/Wild Lives | Government |