Customer journey map for smart waste management system for metropolitan cities

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Game-Changer
This is the journey of a

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

- To make the waste collection process more efficient
- To develop a clean environments
- Basic need for this is to avoid the overflow of wastage in cities

What do they struggle with most?

- Misunderstanding of the operation of smart sensors
- Non-optimized truck routes
- Setting up the smart sensor

What tasks do they have?

- To validate amount of garbages in bin
- To assign the best route for truck to collects the wastages
- To maintain and monitor the waste management system

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and 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?	To make the waste collection process efficiently	Easily monitor the waste level at anytime & anywhere / Smart way to clean the environment / To track the truck effectively while the garbage is full	It is easy to implement disposal of waste / Avoid overflow of solid waste / Easily sort out the problem / Automate the lid of dustbin easy to use	To develop a clean environment / Reduces the infrastructure and maintenance cost / Emphasize on healthy environment & keep cites clean
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Need to increase the sustainability of waste services / Avoid improper practices	Real time information on the fill level of the dustbin / The practices are not done uniformly / Garbage segregation is very difficult	Examine the current waste by recycling it / Learn actual cost of recycling by analyzing collection bills / sort waste by categories whether it's dry or wet waste / Record estimated percentage of the waste stream	It saves the society from toxic effects present in waste / Needed to prevent from pollution / Reduces harm to the living environment
Touchpoint What part of the service do they interact with?	User recommendations	Account creation / User interface / Feedback form	Add photos for evidence / Onboarding status / Users recommendation / workspace	Login page / Resource sharing / Feedback form
Customer Feeling What is the customer feeling? *Tip: Use the emoji app to express more emotions*	🤯	🤔	🙁	🥳
Backstage				
Opportunities What could we improve or introduce?	Increase/decrease	Increase/decrease	Increase/decrease	Increase/decrease
Process ownership Who is in the lead on this?	Admin	People	Admin	People

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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?

- To provide real-time insights on waste fill levels
- To forecast when bins be full from the data collected
- Identify the most cost effective route for drivers

What can they finally avoid doing?

- proper use of smart bins
- must know about the sensors before implement
- Inappropriate usage of websites

What changed in my environment?

- reducing pollution
- Generate renewable energy
- Lower their carbon emissions

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