

Project Design Phase-II

Customer Journey Map

Date	12 October 2022
Team ID	PNT2022TMID15872
Project Name	Smart Waste Management System For Metropolitan Cities

Customer Journey Map:

Stages	1. Awareness →	2. Collection →	3. Discard →	4. Post Discard
Actions	<ul style="list-style-type: none"> Talking to Family members on the upcoming house renovation. Guiding maid/servant to collect the scrap/garbage. Talking to friends on the cleanliness campaigns for the office. Reading online article about recyclable scrap. Reading an online ad about scrap collection ad. Participating in beach cleanliness campaign. 	<ul style="list-style-type: none"> Store them somewhere in a place Everyday cleaning of the house and find unused items to discard Dumping things while house renovation. Enquiring about scrap collector. Arranging items according to material 	<ul style="list-style-type: none"> Looking for a scrap collector Enquiring about a disposing site Request to pickup scrap Trying to estimate the amount/weight of scrap Trying to sell the scrap, if possible Getting rid of the items which are not accepted/collected by anyone. Trying to reach out to the needy. 	<ul style="list-style-type: none"> Store the contact of scrap collector for future. New Purchase Trying to minimize scrap
Touch points	<ul style="list-style-type: none"> Social media on mobile. Newspaper Magazine Friends Family Members 	<ul style="list-style-type: none"> Internet Maid/Servant 	<ul style="list-style-type: none"> Local Society Office Scrap Collector friend/neighbour Daily Garbage Collector 	<ul style="list-style-type: none"> Online Shop Offline Stores Family/Friends Phone Diary
Pain points	<ul style="list-style-type: none"> Confusion on what to do with the daily scrap/garbage. Short of time - Don't have time to segregate scrap thoroughly. Lack of knowledge on scrap/garbage disposal. 	<ul style="list-style-type: none"> Lack of knowledge on scrap/garbage disposal. Lack of space Urgency to get rid of the scrap No contact with scrap collecting organisation/body 	<ul style="list-style-type: none"> Don't know where and when to find the scrap collector. Difficulty in reaching out to people, while on rent or in a new city Confusion on what to keep & what to sell Unsure about the rate of different types of scrap 	<ul style="list-style-type: none"> Change in scrap collectors contact Piling up of scrap
Experience	<ul style="list-style-type: none"> Confused Inquisitive Indecisive 	<ul style="list-style-type: none"> Satisfied Curious 	<ul style="list-style-type: none"> Satisfied Enquiring 	<ul style="list-style-type: none"> Satisfied Happy
Opportunity	<ul style="list-style-type: none"> We can connect with the user through online ads/Social responsibility programs/ NGO/ events / 3rd party collaboration/ donation links/ secondhand book sellers/ Furnitures 	<ul style="list-style-type: none"> Digital engagement for inquiring user through customer support Like a Whatsapp group/digital platforms where resellers & customer get engaged Local MCD can engaged. 	<ul style="list-style-type: none"> Offer digital/real currency User can choose to repeat the scrap collection 	<ul style="list-style-type: none"> What reward do the user get- digital reward/certificates/ After collection of scrap surprise offers like plants or seeds