





Project Design Phase-II

Customer Journey

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Team ID	PNT2022TMID32788
Project	Efficient water quality analysis and prediction using machine learning
Team Members	Roshana V.S. Sneha K Sneka M.S. Sravani Sowmya Shri J

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?	The customer wish to analyze the water quality using a prediction model.	The prediction model is reliable. It provides accurate results Analysis is based on apt standards	The user can login to the app User can enter the parameters for prediction The prediction will be delivered based on given inputs Can predict the water quality from the prediction	Efficient way to predict the water quality User friendly application Only basic knowledge is required for the operation
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Prediction can be achieved based on the entered values Prevents the need for manual testing	Simple and efficient Trusted model Precise WQI prediction	Prediction can be done in less time Requires only metrics to be entered	Quick prediction Cost effective Time saving
Touchpoint What part of the service do they interact with?	Web application	Go to the web app Enter the values Output as water quality index for prediction	Values as Input Quality analysis using WQI prediction	Modern solution Effective method
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions				
Backstage				
Opportunities What could we improve or introduce?		Upgrade the app compatible with mobile	Can allow the user to add/remove the metrics	