





# CUSTOMER JOURNEY MAPZ

TEAM ID: PNT2022TMID12350

| Journey Steps<br>Which step of the experience are you describing?   | Discovery<br>Why do they even start the journey?   | Registration<br>Why would they trust us?  | Onboarding and First Use<br>How can they feel successful?   | Sharing<br>Why would they invite others?   |
|---|--|---|---|--|
| Actions<br>What does the customer do? What information do they look for? What is their context?   | Using social media to look for reliable workplace safety equipment                                     | They can find our ground-breaking product on social media.                            | For mobile and system connectivity<br>By triggering the alarm when the building is in danger<br>Evaluating the effectiveness of the IoT devices | Cost-effective<br>Efficiency<br>Better solution  |
| Needs and Pains<br>What does the customer want to achieve or avoid?<br><i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i> | The industry assures the safety of its structures.<br>Limits the amount of damage done to the building | To have sufficient understanding on how to use the devices                            | May not understand how to use the devices<br>Check the device's efficacy.   | They must review the alert notifications.<br>to guarantee that the company constantly has the safety gadgets |
| Touchpoint<br>What part of the service do they interact with?   | To guarantee that the company constantly has the safety gadgets  | 1.Social media<br>2.Website<br>3.Blogs<br>Message notifications                       | 1. Live environment<br>2.Knowledge based support<br>3.Support   | Consider the price<br>Refer the friend in social media   |
| Customer Feeling<br>What is the customer feeling?<br><i>Tip: Use the emoji app to express more emotions</i>                                   |                     |  |    |                         |
| Opportunities<br>What could we improve or introduce?  | Inform and educate   | Increase/decrease a leading metric by improving trust                                 | Increase/decrease a leading metric by comparing cost  | Increase/decrease a leading metric by improving publication  |
| Process ownership<br>Who is in the lead on this?  | Team lead:<br>SUBHIKSHA.S  | Team member 1:<br>GOUSIKA.M   | Team member2 :<br>VIDHYA .S   | Team member3 :<br>PARALOGA MARY.A  |