

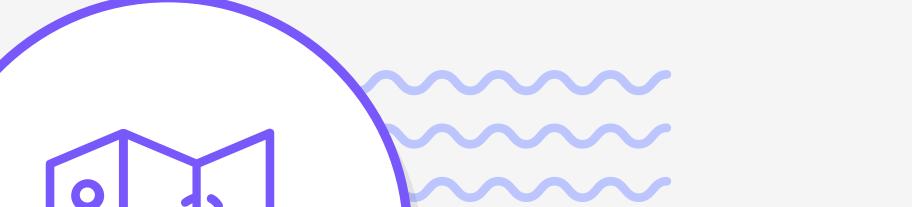
experience Journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

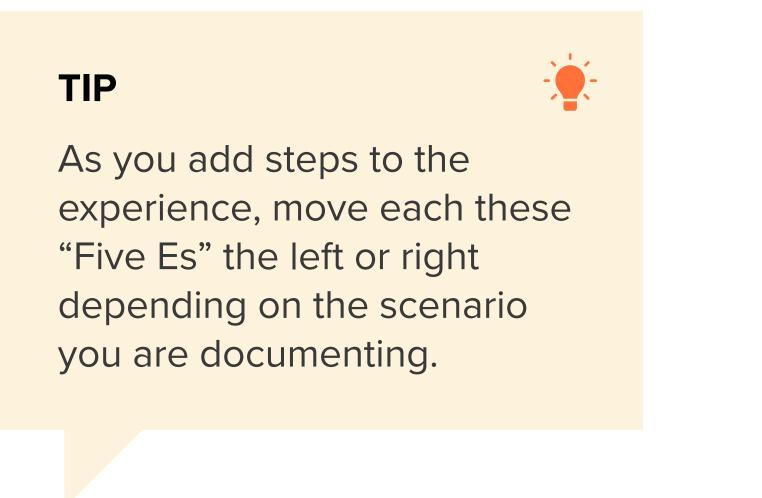
Product School

Share template feedback



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



River water pollution

is caused.

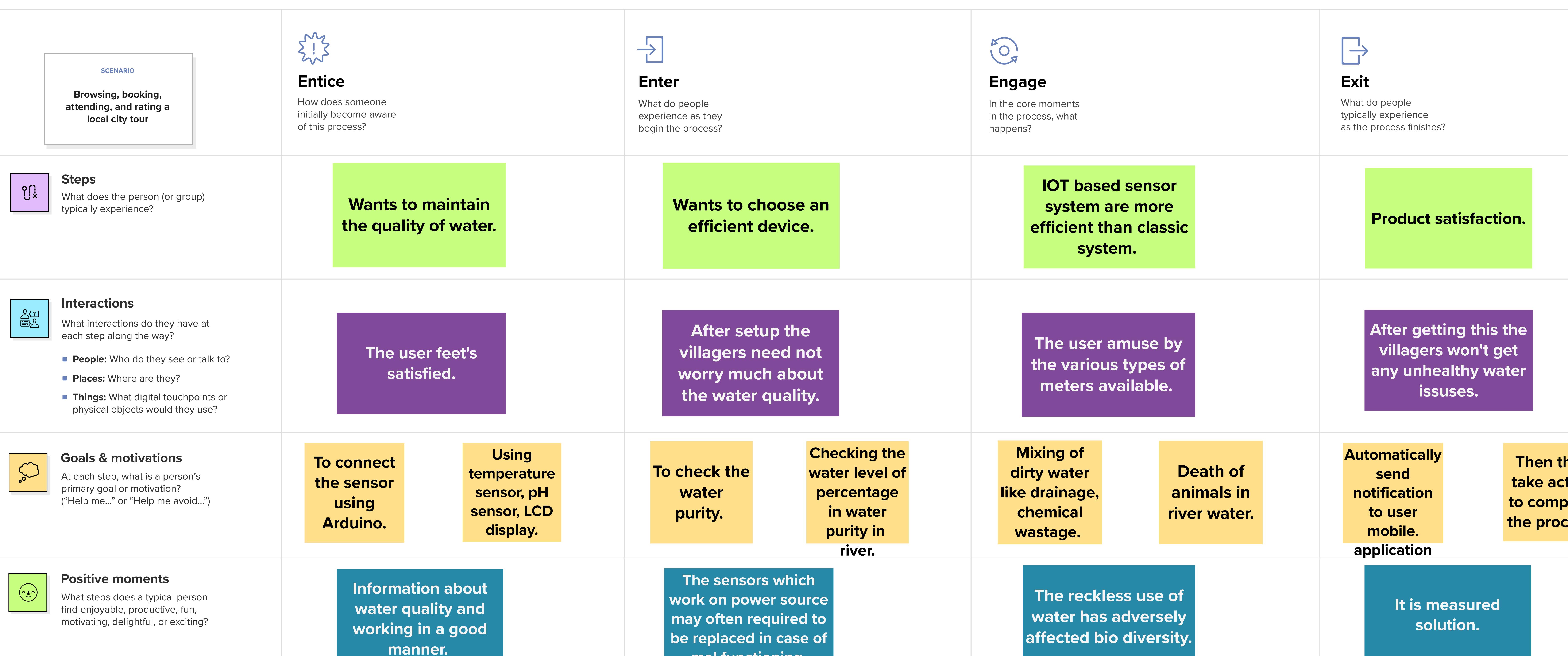
No need to compromise

the water quality by the

presence of infections

agents, toxic chemicals,

and radiological hazards.



Degrading water **Negative moments** What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

quality and if water quality got unsanitary, it would cause disease and make us feel.

The design of a real time and low cost water quality monitoring system.

mal functioning.

The maintenance cost is also very high.

It reduces the need for unveliable and expensive sampling.

Extend What happens after the experience is over?

Then they take action to complete the process.

Reduce the use of chemical pesticides.

The issue is that the agent collects water sample manually and take it to laboratory for testing, lack of realtime data and equipment costs is being resolved for the customer.

Natural habits to a point where it has become scare across major regions.

The system has wide application and it is usable and affrdable. They think the meter will be user friendly.

Water quality is

good.

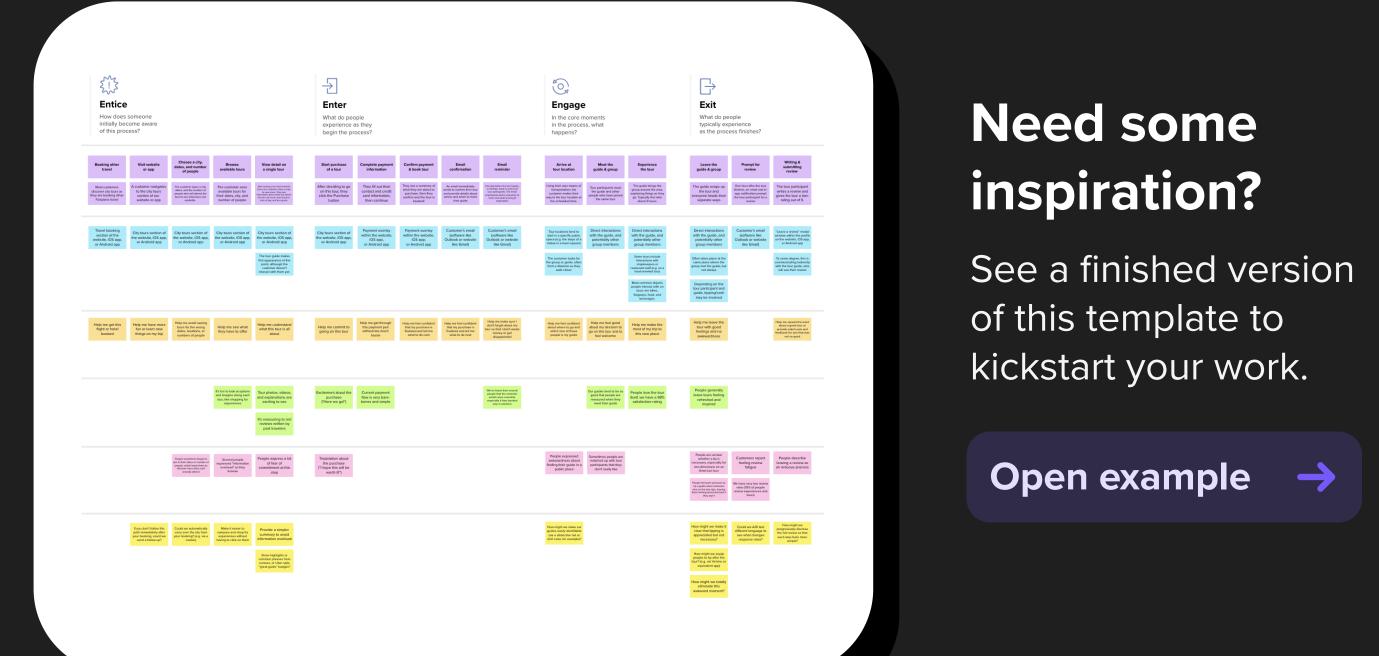
After meters are

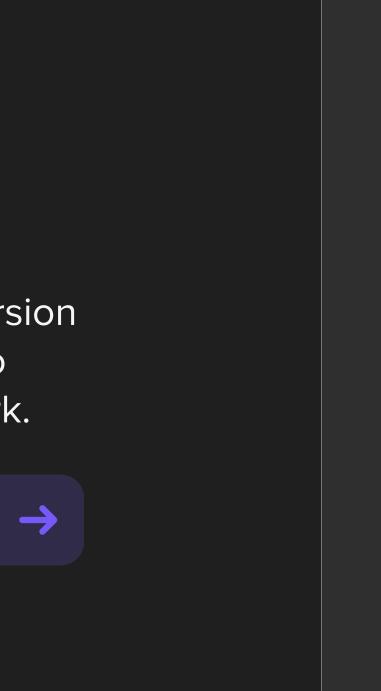
introduced, the users

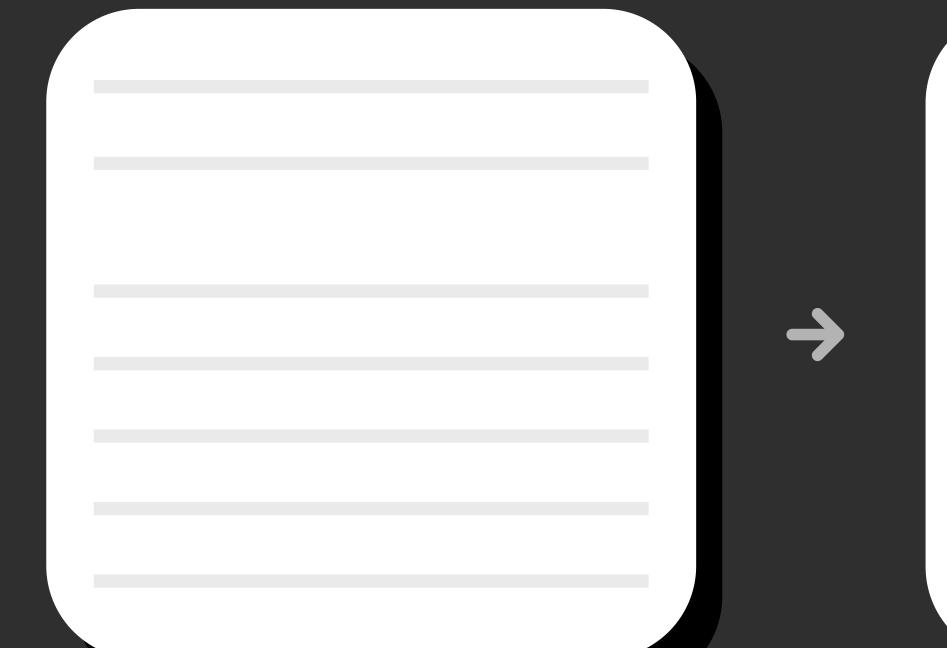
feel safe and secure.

High cost for smart sensors.

The customer will be happy and satisfied.







Areas of opportunity

How might we make each step

better? What ideas do we have?

What have others suggested?

