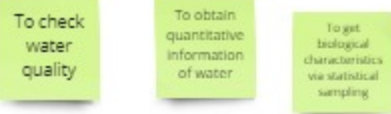# CUSTOMER JOURNEY MAP

EFFICIENT WATER QUALITY ANALYSIS AND PREDICTION USING MACHINE LEARNING
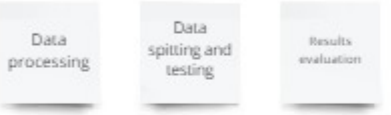
What are their key goals and needs?

- To check water quality
- To obtain quantitative information of water
- To get biological characteristics via statistical sampling

What do they struggle with most?

- calculating the water quality
- understanding about machine language
- Various water samples can be used for the purpose of testing.

What tasks do they have?

- Data processing
- Data splitting and testing
- Results evaluation

Journey Steps\nWhich step of the experience are you describing?	Discovery\nWhy do they even start the journey?	Registration\nWhy would they trust us?	Onboarding and First Use\nHow can they feel successful?	Sharing\nWhy would they invite others?	Outcome
Actions\nWhat does the customer do? What information do they look for? What is their context?	Helps to provide the clean water	simple way to use; Easy to find the result; Accurate	Calculates the water Quality index; customer can easily find the quality; Various samples can be used	Customer feel satisfied; they get more ideas; easy to solve	To work in all kind of platform; Ability to integrate with future technology; Get the clean water
Needs and Pains\nWhat does the customer want to achieve or avoid?\n*Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Customer are want to accept the way of water quality prediction; Not Accurate at All the time Due to Lack of Data	The predictor asks them to login; To check the temperature and ph of water; Well Conversation with customer	Answers to customer's request immediately; Help me to predict the essential minerals and impurities present effectively; They can also look the precious analysis of the water quality in other areas	Help me predict the water quality; Access the system again when they need	Able to avoid the water borne disease; various water samples can be used for the purpose of testing; Drinking of low quality water can avoided
Touchpoint\nWhat part of the service do they interact with?	Output without too much delay	Results of each analysis get stored; The system does not have the complicated process	Customers can easily find the quality; "It reduces the complexity of disease prediction."	It still has high require component; Customer feel contended; Simplify the access to predicted results and avoid the internal working complication.	Help me to predict the essential minerals and impurities present effectively; Customer feel contended; Conversation with the customers will be ended in a very well manner
Customer Feeling\nWhat is the customer feeling?\n*Tip: Use the emoji app to express more emotions*	🙁	🤔	🙂	😀	🥳
Backstage					
Opportunities\nWhat could we improve or introduce?	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by	
Process ownership\nWho is in the lead on this?	All customers can use it in a easy way	Relevant information and better result	If required some changes should able to made	To work in all kind of platforms	To get good quality water

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