

Customer 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.

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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.

TEAM ID: PNT2022TMID21836

PROJECT NAME: Industry-specific intelligent fire management system

PHASES	Sensing&Actuation	Precautions	Need	Comparison	Payment
Steps What does the person (or group) typically experience?	Incorporation of sensors to detect gas and fire leakage breakout If any gas leakage is detected; exhaust fans are turned ON	Sending alert messages to the workers, the fire station in case of fire breakout	Need to improve the safety from fire accident.	Similar products to conquer or detect the fire in more efficient manner	Satisfaction about the product
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Senses the surrounding atmosphere and acts if there is any indication of fire accidents	Analysing the type of fire accident and taking precautions according to it	By the use of sensors, predicts the fire accident beforehand	multi-tasking and automation process.	After finding the product admirable, they get it
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	To Create a fully functional Industry-specific intelligent fire management system	Secured	Helpful to control the fire accident.	Highly efficient compared to current using technology	Low cost and Highly efficient
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	High Accuracy Highly Secured Faster Response	High Accuracy Faster Response	Improves safety	Acts before it leads to major accident	Choosing this product will comfortable for customers
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	due to lack of awareness about it people doubt to get into updated version of the technology	Ignorance of messages when spammed	Due to lack of awareness about the function people doubt it	Thinks that it will take more time	Thinks implementation leads to high cost
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Sensing and actuating time	Detailed messages including location and level of fire breakout	Customer gets safety from minor and major accidents	Awareness about the procedure of product	The product will be user friendly