Customer Journey Map

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Team ID	PNT2022TMID53791
Project Name	Real-time River Water Quality Monitoring and Control System
Maximum Marks	

This is the journey of a Local Authority Local Authority is a person who represent his/her locality people about the quality of the water, if the water is contaminated they protect the people from drinking it. What are their key goals and needs?		Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey? To know the quality of water to prevent disease and dead They consume the water not knowing the quality of water		Registration Why would they trust us? We provide accurate and correct measurement of water quality		Onboarding and First Use How can they feel successful? When any contamination in water bodies is reported immediately and saves life		Sharing Why would they invite others? To make others also aware of the quality of water in their locality		What changes for them? Outcome			
		Actions What does the customer do? What information do they look for? What is their context?			They access the application to know the quality of the water	They access the application from a remote location	They are warned immediately if the water is contaminated	Prevents spread of water disease and death of life.	When a locality water body is contaminated they are warned and prevented	So, they share the application with other locality to get benefited	Describe how the life and environment of the customer changes once they used the product or service. What are they able to do now?			
periodical status about the quality of water	accurate and correct prediction of water quality uggle with most?	remote access and covering all locality water bodies	Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	All people should be healthy consuming good quality water	Consuming contaminated water may cause diseases and even death	Using this app they can know the water quality easily	Most of the people are not aware of presence of such app	Automatic sms alert is made if water is contaminated	Costly installation in a local water body	People share their experience of being benefited	not available for all remote water bodies	Access the application from remote locations	Check the quality of water with single click	Receive SMS alert message if water is contaminated
parameters to determine the water quality What tasks do the	hardware sensors to measure water quality	knowledge about usage of application	Opportunities What could we improve or introduce?	Spread awareness about importance of water quality		Easy and simple Ul for all people to access		enhanced method of alert to all people		sharing the application through social media		Prevent water diseases and death of life What changed in	Avoid consuming contaminate d water	Accessed remotely which avoids travel to specific places
collect make people information aware about local the water water bodies quality		prevent any disastraous event from happening	Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	₩		6.6)	<u>e</u>			<u> </u>	Mode of access by people (UI)	Using of high quality sensors	Automatic SMS alerts generated
			Touchpoint What part of the service do they interact with?	Real Water		Web Inte	User face	SMS	5 alert	ε-	mail			