

Project Design Phase – II
Customer Journey

Date	15 October 2022
Team ID	PNT2022TMID02630
Project Name	Hazardous Area Monitoring for Industrial Plant powered by IoT
Maximum Marks	4 Marks

Customer Journey:



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**, you document the step-by-step process customers typically experience. Items are listed to each of the other rows.

It is not the step itself, but the experience that matters. This is the step that you are documenting.

Scenario Documenting existing experience, including a starting item	Before How does customer already interact with product?	Enter How do people experience it from before the process?	Engage How does customer interact with the product, what happens?	Exit What do people typically experience at the process' end?
Steps What steps do customers go through to complete this experience?	Before being used and understood with other	Consider whether they understand the	Documenting how product is used	The others is how they interact with it
Interactions What interactions do they have with the product along the way? - People who do this use or interact? - How often do they use it? - Where do they use it? - How often do they use it?	At the beginning of the process	By the end of the process	At the beginning of the process	At the end of the process
Goals & motivations What are the goals and motivations for using the product? (What is the goal of the process?)	Documenting the goals and motivations for using the product	Documenting the goals and motivations for using the product	Documenting the goals and motivations for using the product	Documenting the goals and motivations for using the product
Positive moments What are the positive moments in the experience? (What are the positive moments in the experience?)	Documenting the positive moments in the experience	Documenting the positive moments in the experience	Documenting the positive moments in the experience	Documenting the positive moments in the experience
Negative moments What are the negative moments in the experience? (What are the negative moments in the experience?)	Documenting the negative moments in the experience	Documenting the negative moments in the experience	Documenting the negative moments in the experience	Documenting the negative moments in the experience
Areas of opportunity What are the areas of opportunity in the experience? (What are the areas of opportunity in the experience?)	Documenting the areas of opportunity in the experience	Documenting the areas of opportunity in the experience	Documenting the areas of opportunity in the experience	Documenting the areas of opportunity in the experience