Project Design Phase-II
Customer Journey

Date	14 October 2022
Team ID	PNT2022TMID16651
Project Name	Project – Industry-Specific Intelligent Fire Management System
Maximum Marks	4 Marks

	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Journey Steps Which step of the experience are you describing?				
Actions What does the customer do? What information do they look for? What is their context?	The Customer can be the industry owners, school / universities owners.	The System will ensure the Safety of industry and workers. / This System manage, plan and co-ordinate appropriate fire safety procedure to reduce the risks of fire. / Monitors and review at regular interval, emergency management.	Conduct Research, analyze the feature and pricing. / Customer chooses and installs the System. / Goes to the Training Process.	Gives Feedback / Had Customer Satisfactions / Quality Service
	The Customer is looking for a fire management system that can detect and takes preventive measures automatically.			
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Customer is looking for high accuracy fire management System. / Minimization of Costs. / Easy Installation / Ensure Ultimate Safety / Integration of Systems	Customer sees the System is * Self Monitoring System. * Will give quick response and alerts the manager. * Minimization of Costs. / Customer Purchases the System.	Increased Fire safety at lower Cost. / Quick Response Time. / Fully automatic with Reduced Manpower.	Trusted System
Touchpoint What part of the service do they interact with?	Website / Landing Pages. / Social Media. / Blogs	webinars / Live Chat / Community	Product Demo / Assisted Walkthrough / Live Environment / Knowledge based support	EMAIL / Word of Mouth
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🤯	🤔	😊	🥳
Opportunities What could we improve or introduce?	Reduce the cost, manpower and increase the Safety.	Increase in self-monitoring, ensure safety reduced cost, training to Workers.	Increase the Accuracy and Efficiency, reduced in time, Risk.	Increase in Reputation and Profit.

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