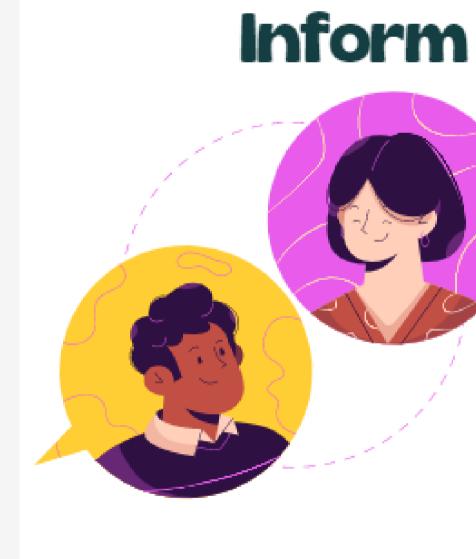


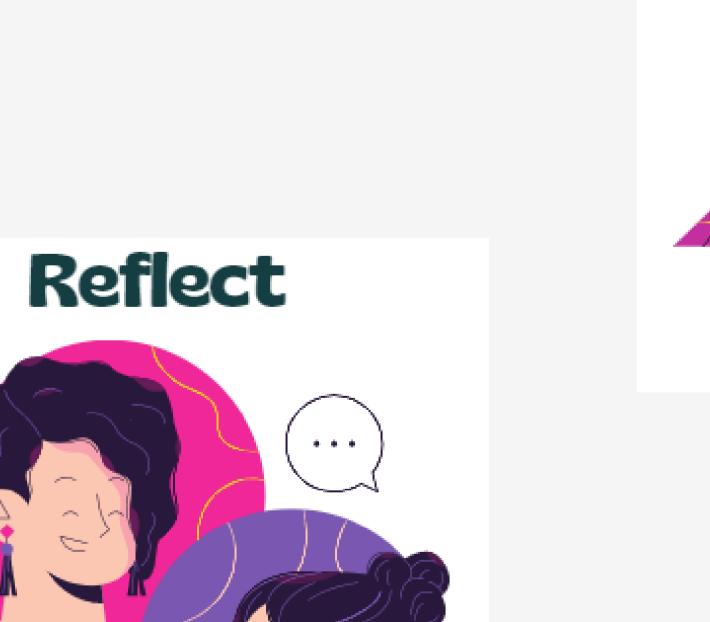
## Customer experience Journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. document and summarize real people rather than relying

Created in partnership with











typically experience?

Interactions

Steps



What does the person (or group)

What interactions do they have at

People: Who do they see or talk to?

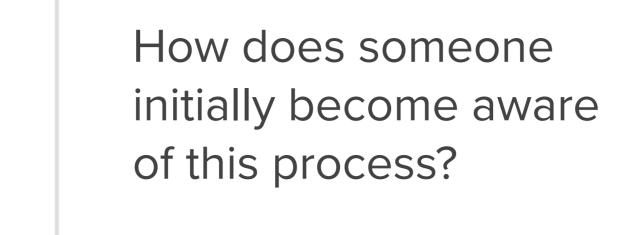
Things: What digital touchpoints or

physical objects would they use?

each step along the way?

Places: Where are they?

**SCENARIO** 

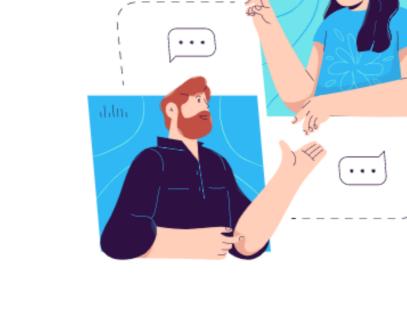


By word of mouth

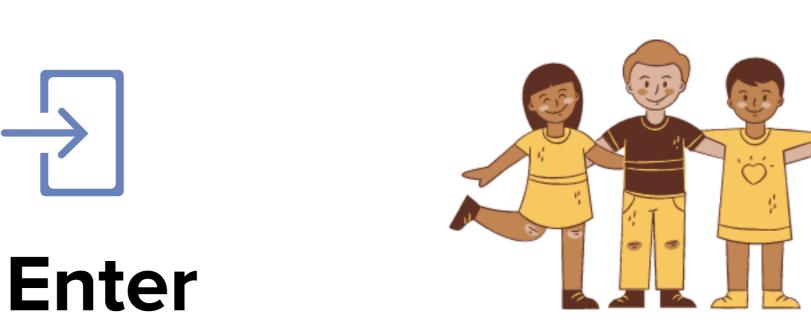
when news regarding

the river monitoring

**Entice** 







What do people

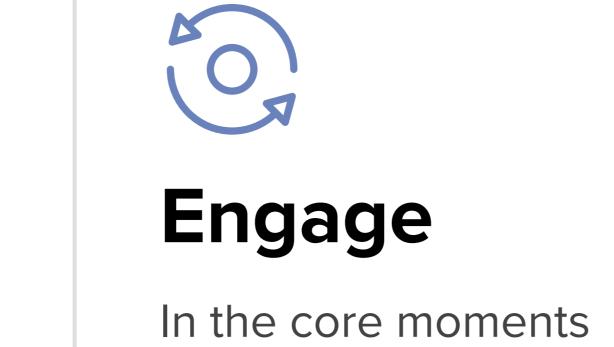
experience as they

begin the process?









happens?

in the process, what









As they start visualizing the positive

aspects such a monitoring sytem

might offer, with assurance to the

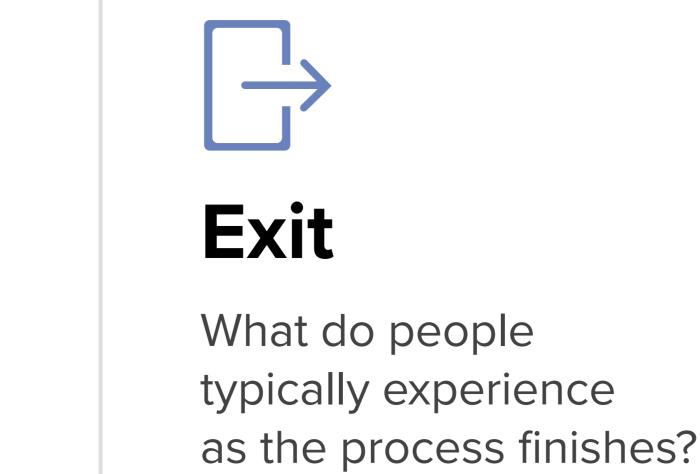
effectiveness of the sensors and

security that goes behind the sensor

embracing the process better, enough

to suggest it to their dear ones

data being collected, they start





As the process approaches its conclusion,

the people have a broader perspective and

picture of the entire workflow. As the

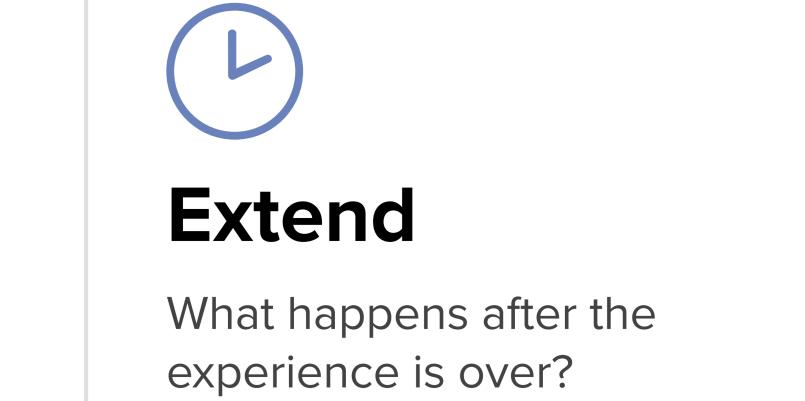
saying goes, a picture speaks better than a

thousand words, a full implementation of

the procedure makes them comfortable

with the process and helps them gain an

insightful perspective into th same





Initially, the group, or person in

question might feel conflicted with

respect to trusting the

implementation of the process. Plus,

several doubts might remain

of the process to be implemented

After the project is over

people will be motivated to

monitor the river quality in

advance by some algorithms

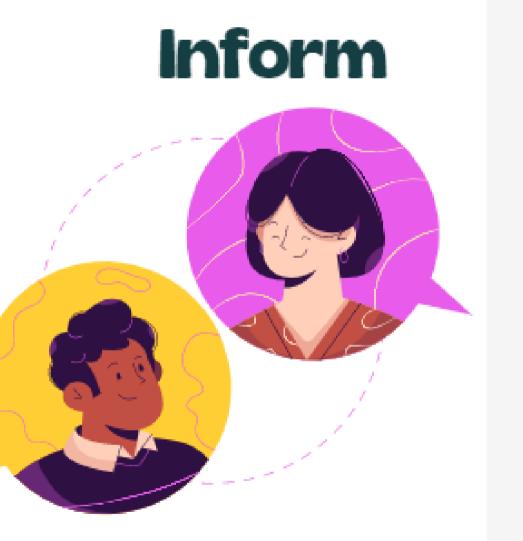
and thereby peventing the

poisoning of water.

regarding the security and efficiency

When possible, use this map to interviews and observations with on your hunches or assumptions.





river water monitoring system in the local neighbourhood, they feel unsure about the idea. They might have a fear and ambiguity that it might be costly.

As the process begins the initial negative thoughts or sumptions turn into ambiguity and people would stay in the disbelief zone even though a small fragment of the population

starting the work

This is mainly due to rumours and from a intuital fact that there has existing knowledge from movies or experience they may easily suspect the intention of the solution.

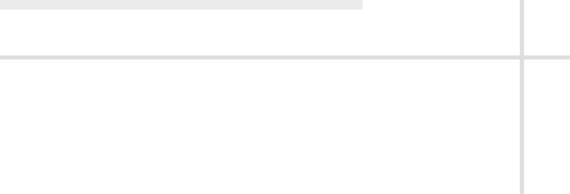


As the process finish, negative thoughts could include that the result does not match their imagined expectations or about the working conditions of the solution and if it could be an optimum solution to



After the experience is over, they may be dissatisfied and may worry about other things like logistics. Facts like, was the whole process really worth the time and effort and throught like if it is better to walk a mile might occupy their minds. Technological Pessimists and people who fear what the implementation amounts too might influence other people to not take up the procedure

Takeaways From Its Targets



Initially, the group, or person in question might feel conflicted with respect to trusting the implementation of the process. Plus, several doubts might remain

regarding the security and efficiency of the process to be implemented

People use social media pages

like Quora, Tumblr, Reddit, and

nstagram to interact regarding the proposed solution for

remote river monitoring and

would weigh its pros and cons

The proposed system could become areas of regarding the proposed system with each other, case studies in lucational institutions and for NGOs forums

With exchange of ideas

regarding the system in forums people might take a moment to reflect on the cure proposed an

understand if prevention cou

have been

As the process begins, as much as

people might not trust the

workflow entirely, the doubts in

their minds regarding the

feasibility of the process might

have been removed

In the core moments as the ocess is being implemented,

In the core moments of

implementation of the process,

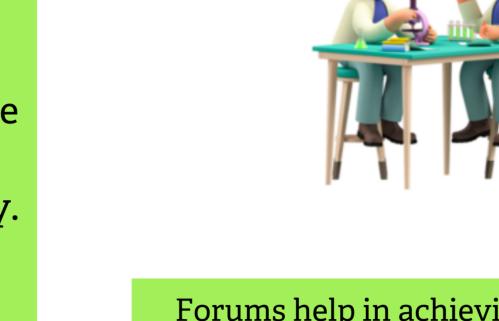
the people start trusting the flow

better, getting a clearer picture

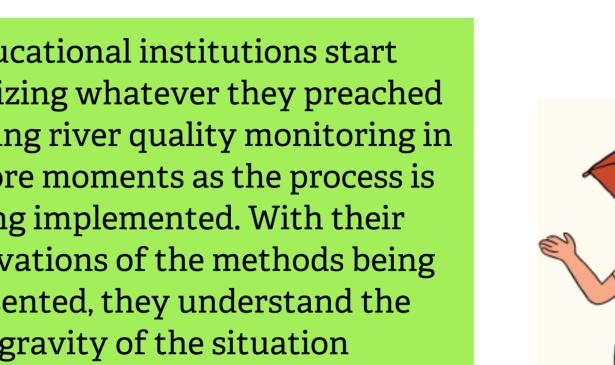
of the mission and the vision

that went behind proposition of

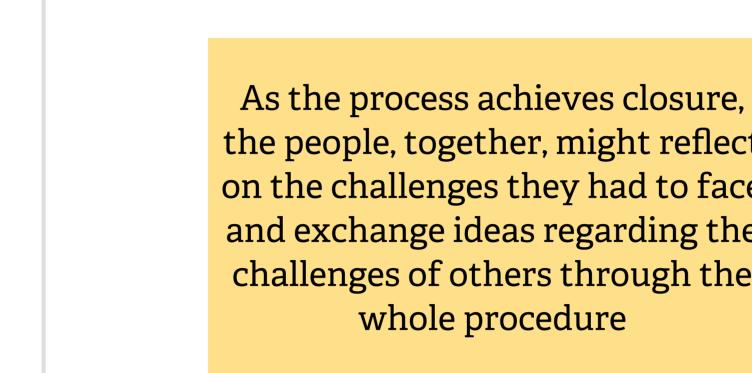
the process



le and suggestions regarding t same

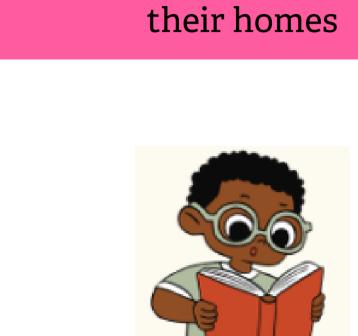




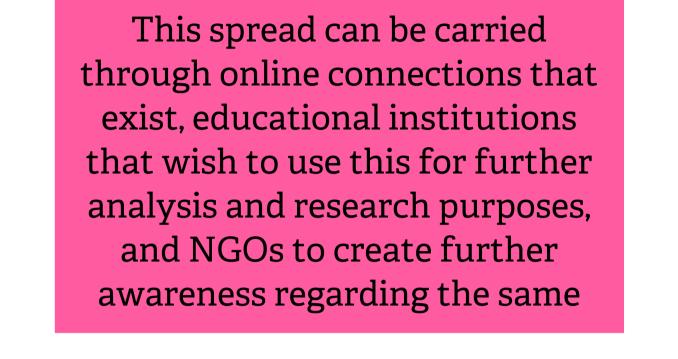


places like educational weighing the whole concept of evention before cure for cases like these

flood with satisfactory reactions, memes, and other exchanges that express their nod to the process



der fashion and would rope



**Goals & motivations** 

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Increase in quality of river water by continuously monitoring the level of pollutants and updating the data to database to find a solution.

When hearing about the idea, a

and excited that a new system is

going to bring joy and benefit

and is going to improve their

existing standards of living.

ypical person gets very enticed

People's ultimate goal when they begin the process would be to avoid plastics which is non-degradable and is a major pollutant in rivers, lakes etc. People also think that we would not throw waste near bank of rivers.

People are excited with the

up-and-coming river

monitoring system because

they foresee a period where

they get pure water to drink

sensors will be deployed to sense the level of chemicals, dissolved oxygen etc. Customers will come to know about the level of every compound present in the water and will realise not to allow industries to directly discharge chemicals into river.

In the core moments of the process,

the people can see the real

for. They might want to get productive

and learn about it and would find it

motivating to see change.

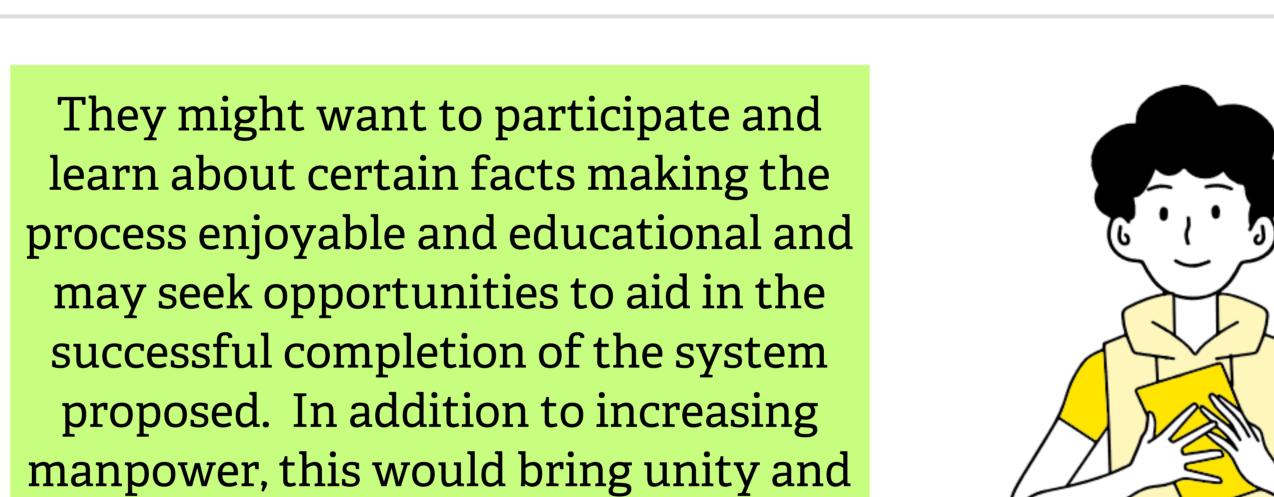
implementation of the proposed

lution that they only saw the idea

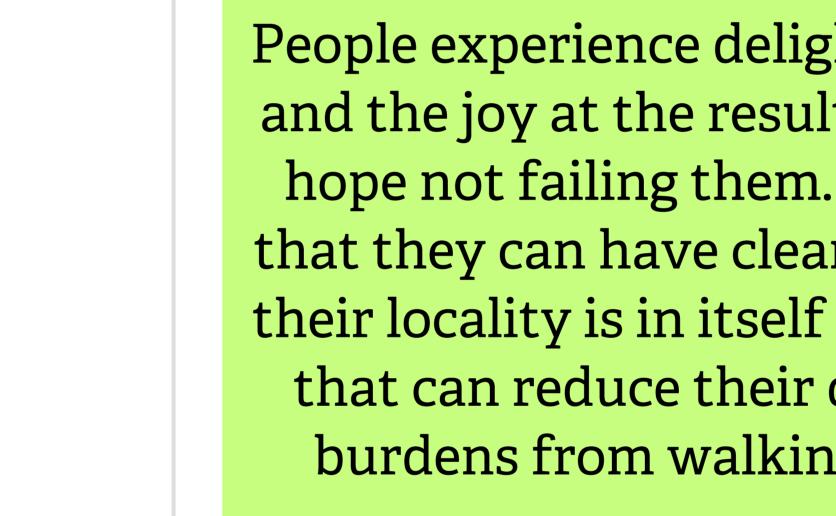
In the core moment of the process

the concepts of ecosystem and biodiversity since dissolved oxygen plays an important role in life of aquatic organisms and also cause health hazards to humans by food chain.

People gets motivated towards







People experience delightfullness and the joy at the results of their hope not failing them. The fact that they can have clean water in their locality is in itself a solution that can reduce their daily life burdens from walking miles.

The Goals of the people tends to

increase as they experience lot of

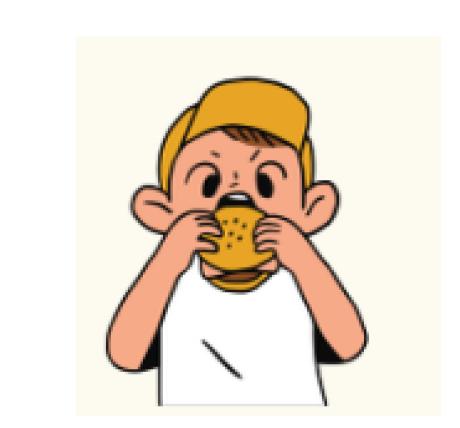
issues in doing the project. They

tend to learn the main sources of

pollutants and strictly restrict

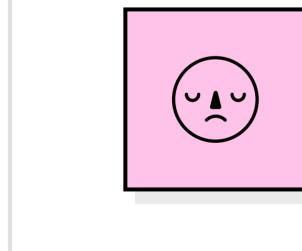
the level ofrelease of pollutants.

After solution is completed, people also feel thankfulness and joy from hopes of better hygiene and prevention of water borne diseases.



system, and they are also satisfied with its proposition Finally without any fear they will use this water to carry their livelihood. They start percieving a life where they can live without the fear of contracting any

People are very happy with this



**Negative moments** 

**Positive moments** 

What steps does a typical person

motivating, delightful, or exciting?

find enjoyable, productive, fun,

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

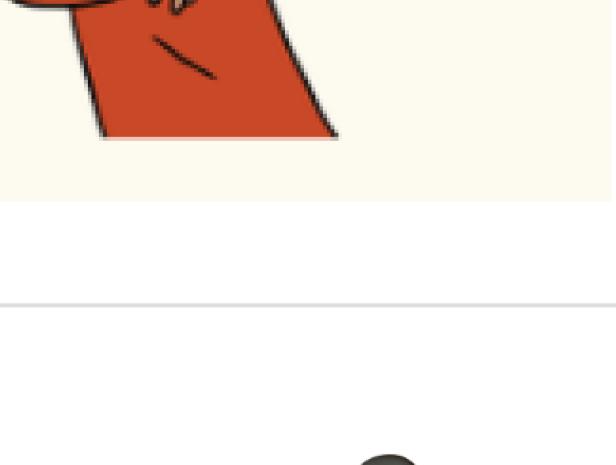
When informed about the news regarding the installation of a

In core moments of the process the actual materials, hardware, wiring and the system will be implemented. These system implementations will scare them and may make them worry about the intentions of

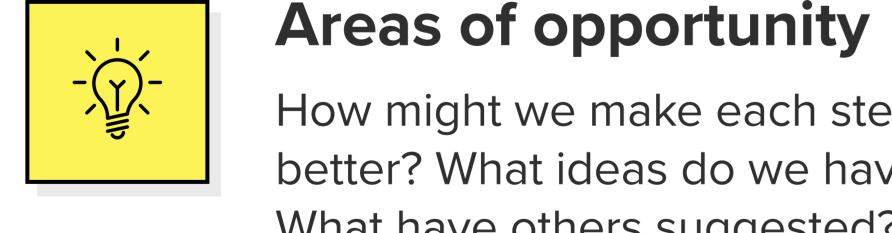
joy in focusing on development.



replace their existing conditions.



After the implementation of the



How might we make each step better? What ideas do we have? What have others suggested?

aware of the process, the

Slowly, the idea can be



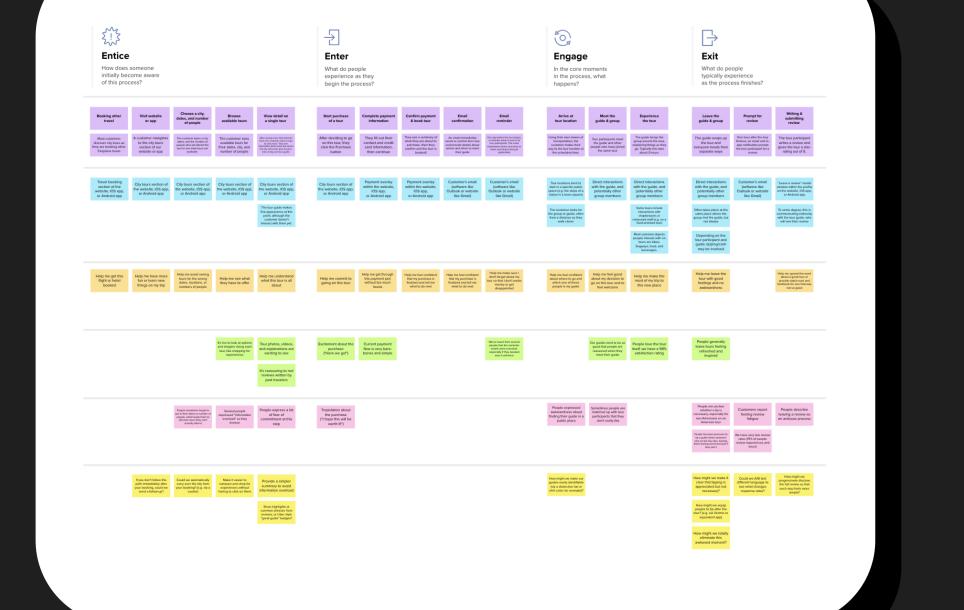
The target can shift to rivers that are at the prime of being preyed by industry discharge



As the process achieves mpletion, the areas in which the an be discussed. In other words ther areas of research scope and nterest can be weighed for the process implemented



monitoring system is complete, predictions that are retrieved fron analysis of the target in question



kickstart your work.



