

Project Phase II

Customer Journey Map

Date : 09 October 2022

Team ID: PNT2022TMID22485

Project Name: Industry Specific Intelligent Fire Management System

Maximum Marks: 4 Marks

Customer Journey Map:

Prepare the customer journey maps to understand the user interfaces and experiences with the application.

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| <h3>PHASES</h3> <ul style="list-style-type: none"> Motivation Information gathering Analysis various products Chooses the most efficient product Payment | <h3>AFFECT</h3> <ul style="list-style-type: none"> minimize the damage caused by fire outbreaks early detection real time monitoring |
| <h3>ACTIONS</h3> <ul style="list-style-type: none"> wishes to protect lives individual from danger high quality product following product satisfaction | <h3>UNIQUE SELLING POINT</h3> <ul style="list-style-type: none"> passive fire protection, early detection, real time monitoring system, specific mitigation methods for electrical and mechanical emergencies |
| <h3>TOUCHPOINTS</h3> <ul style="list-style-type: none"> the purchaser is happy they have few possibilities they have several options the protected phase will be restored | <h3>CUSTOMER THOUGHTS</h3> <ul style="list-style-type: none"> they saw it useful low production cost another solution is available another solution is available |

