





## CUSTOMER JOURNEY MAPS

Journey Steps Which step of the experience are you describing?	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?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	Using social media to look for reliable workplace safety equipment	They can find our ground-breaking product on social media.	For mobile and system connectivity By triggering the alarm when the building is in danger Evaluating the effectiveness of the IoT devices	Cost-effective Efficiency Better solution
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	The industry assures the safety of its structures. Limits the amount of damage done to the building	To have sufficient understanding on how to use the devices	May not understand how to use the devices Check the device's efficacy.	They must review the alert notifications. to guarantee that the company constantly has the safety gadgets
<b>Touchpoint</b> What part of the service do they interact with?	To guarantee that the company constantly has the safety gadgets	1.Social media 2.Website 3.Blogs Message notifications	1. Live environment 2.Knowledge based support 3.Support	Consider the price Refer the friend in social media
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
<b>Opportunities</b> What could we improve or introduce?	Inform and educate	Increase/decrease a leading metric by improving trust	Increase/decrease a leading metric by comparing cost	Increase/decrease a leading metric by improving publication
<b>Process ownership</b> Who is in the lead on this?	TL:Sowmiya MG	TM2:Vaishnavi B	TM3:Purnima R G	TM4:Mukitha Yogeswari M