

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.

Created in partnership with





Project Design Phase-II Customer Journey Map

Date	22 October 2022		
Team ID	PNT2022TMID42571		
Project Name	Project - Industry specific intelligent fire		
	management system		
Maximum Marks	4 Marks		

Industry Specific Intelligent Fire management system	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Most of the people will come to know about the fire management app Experienced staffs Might have an idea Of that system By any events conducted by fire service By social advertising	Customers could be feel free that this automatically senses the fire A clear technical setup to monitor the fire occurences	At once the fire is detected the alarm sensors are turned on done	By using this we can control the spread of the fire All the properties will be safe and prevention is done to avoid damages	The monitoring system should be handled well Set up and accessing is much easy
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	At first people come with some queries The people want to control the fire accidents	The customers need a easy way to overcome the fire Can setup the technical setup for the customers	We can suggest website for them to enroll their details Visiting website	The ignition stage in technical setup is sensed connected The sensors provide notification through mail or message	Once the customer touched the notification the control measures starts The fire prevention is made easy
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	The Customer wants to prevent fire The customer wants to save the properties from fire	The customers login with a website to appll access The customer installs the fire management	The sensors in the technical set up! connected to the app The customers monitors the technical setup	The access is made though the notification correctly The notification directly allows the extinguishers to control	With the help of proper intimation the notification is accesses Fire is completely controlled
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The customer are happy to approach The customer feels good with the solution	The customers are the enrolled with the app active to setup technical setup	They can navigate the website The prevention is done with the help of the notification	At once the prevention is started the control measures are completed fast The customer quickly access the message easily	The fire is totally controlled Properties are safe
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The customer is doubtful first The customer questions him/herself that they can alone manage it	The customer needs support at the same time affraid The customers are not patient enough to completely set the technical setup	Some costumers are not willing to study the use of the components	The customers are keep on trying web page The customers want to safeguard every properties without fail	They are not aware of the notification Once the customer is aware of the notification he/she can overcome his/her problems faster
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Once the customer started to find the solution he/she should implement it without fai The customer should use the product without any hesitation	The monitoring should be connected to the app The implementation should be done sensors	The customer should be aware of the message access The web app should access the phone number or message	The water sprinklers should control the fire the entire property The sensors once given activation should automatically functionate to prevent fire	The customer should reveal the true factor of the product The reach of the product can be made with the proper control

MURAL LINK:

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product

or service. In the Steps row, document the step-by-step process someone

typically experiences, then add detail to each of the other rows.

https://app.mural.co/t/ibmindustryspecificintellige2373/m/ibmindustryspecificintellige2373/1666284316272/81f415d3cc248311d2503ba62330efd81bfcca1d?sender=uca950560f4f678b8842f0846