

INDUSTRY-SPECIFIC INTELLIGENT
FIRE MANAGEMENT SYSTEM

TEAM ID :

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SCENARIO

Browsing, ordering,
installing, testing and
rating the product.

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?

THROUGH
SOCIAL
MEDIA

VISIT
WEBSITES /
APPS

VISITING THE
INDUSTRIES

Most customers
discover social
media pages

A customer checks
the available product
and the details
through websites or
app

Spreading awareness
of the product to the
industries

START
PURCHASE AND
COMPLETE
PAYMENT
INFORMATION

CONFIRM PAYMENT
& ORDER
PRODUCT

After deciding, the
customers click the
Purchase button.
They fill out their
contact and credit
card information,
then continue

They see a summary
of what they are about
to purchase, then they
confirm and the
product is ordered. An
email immediately
sends to confirm their
order.

INSTALLATION
OF THE
PRODUCT

GUIDANCE &
TESTING

CONTROL MEASURES

SAFE AND
SECURE

PREVENTION

The product is delivered
and installed in the
industries.

The customer is guided on
how to use the product by
the seller. After the
installation, the product is
tested and if any defect is
detected, it is replaced.

Once the fire is detected the
alarm and notification is sent
to the authority via message.
The sprinklers and exhaust
fans are automatically
switched on.

The workers and
machines in the
industries are safe
and secured.

This system prevents the
fire accidents at the initial
stage itself which will
avoid the losses of assets.

SUGGESTIONS

USER-FRIENDLY

HANDLE
WITH CARE

The satisfied customers
suggest the product to
the other industries.

As the system is easy to
operate it is considered
to be user friendly.

It is essential that the
product is handled well and
with care.

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?

Product ordering
section of the
website/app.

Contacting the
customer care to
track the status of the
product.

Reaching out to
people who are
familiar with the
product.

Discussing with the
guide the
appropriate place to
install

Customers getting to know
on how to operate the
system from the guide.

Contacting the customer
service in case of
emergency.

Direct interactions
with the guide.

Often takes place at the
same place where the
customers meet the
guide, but not always

Customers commenting
their reviews.

Completed experiences
section of the profile on
the website or app

If other users interact
with this person, they
will see these reviews.

Goals & motivations

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

Helping the
customers to
prevent fire
accidents.

Helping the customers
to save human lives
and properties.

Helping them to
install the fire
management
system.

Accessing the website

Connecting the technical
setup with the app.

Monitoring the
technical setup.

Making the
customers to feel
safe and secured.

Helping the customers to
feel confident at the
workplace

Helping them to
update the
system

Helping the
customers to see
what they could be
doing next

Positive moments

What steps does a typical person
find enjoyable, productive, fun,
motivating, delightful, or exciting?

Customers are
happy with the
product.

Feels good with the
product and the
outcome.

Excitement
about the
purchase

Current
payment
process is very
bare bones
and simple

Reminder
through
notification is a
boon.

Guides tend to
be too good that
people are
reassured when
they meet their
guide.

Controlling the fire
soon after the
detection

Safeguarding the
properties and
human lives.

Negative moments

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

They think that the
system is complex

Customers are
anxious and
doubtful initially

Some customers are
afraid of investing
the money

Lack of patience

Shows no interest in
studying the details
of the product.

The customers need
support but at the
same time afraid.

The customers find
it difficult to manage
the technical setup.

They are less aware
of the notification.

Areas of opportunity

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

It is essential for the
customers to make
use of the product
once the solution
has been figured out

The customers
should not hesitate
to invest on the
product.

H
O
W

The installation of
the system should
be done faster.

Making sure that
the sensors are
connected to the
apps properly.

The notification
should be as quick
as possible.

The customer
should not be
negligent of the
notification.

The sensors should
be active once
switched on to
control the fire.

The sprinklers
should automatically
work to protect the
assets

The customer
should give honest
feedbacks.

The customers
should immediately
inform the service
center to replace
the product in case
of defect.