Customer Journey Map

Team ID: PNT2022TMID09820

Project Name: Gas Leakage Monitoring & Alerting System for Industries

SCENARIO

Monitoring and Alerting Industries - Gas Leakage Detection

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?

Steps
What does the person (or group) typically experience?

Entice			Enter				Engage						Exit			Extend	
News about Industrial Accidents	Awareness	Information from other Industrial Friends	Request demo of the product/service	Payment	Authentication & Authorization Access	Complete Installation	RealTime Monitoring	Detect Gas Leakage	Alarming System	The user gets notified	Gas Valve Closing	Ventilation	History of events	Review	Safety Check	Past Incidents	Service Reminders
The user feels insecure so looks out for a solution	Eager to implement the precautionary measures	The user gets suggestions from other industrial friends.	The user requests to view the demo of the service / product.	The user pays the service provider.	The user authorizes himself to access the dashboard & provides proper access rights to access.	The customer asks for complete installation of the service / product	The user gets access to realtime monitoring of the gas leakage detection system.	The gas sensors detect the gas leakage.	The Alarm System gets triggered.	A system generated message notification is sent to the user.	An actuator is used to close the gas valves.	Exhaust fans are turned on to disperse the gas.	The gas leakage data gets stored in the database and updated in monitoring system.	After the incident, the user reviews the system.	The user asks the service provider to safety check the working condition of the product incase of any damage.	The incident gets stored in past data of the system	The user gets notified about service reminders for

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?

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Employees and Public users	Industries working with Inflammable gas		Recorded / Live demo of the product is displayed to the customer.	Payment on delivery of product/ after installation is done	Installation of gas sensors at specific locations is done	Installation of alarming system is done	Gas Leakage tends to start from unmanned specific locations.	Realtime monitoring of status of the sensors.	Full control of sensor by the authorized users.	Alarming for industrial workers to notify about gas leakage.	Gas Leakage can occur due to damage of valves due to excess heat or pressure.		Dashboard updated with incident information.	Request from service provider to analyze the cause of gas leakage.	Request from service provider to check the sensor status.	Past Incidents data is stored	Recommendation for increased safety
	Social Media Advert													Review request from the service provider.			

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

Entice			Enter				Engage						Exit			Extend	
			Help to assure about the industry safety	Help to assure about the workers safety	Help to feel safe and secure.	Help me to feel reliable about the service provided.	Help me to feel confident about the alerting system.	Help me to feel good about the gas leakage detection	Help me to feel good & secure about the realtime monitoring of the gas								

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

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Its comfortable to use the Realtime Monitoring System.	Graphical Representation of industrial parameters are exciting to see.	It's reassuring to read past customers.	Feel safe and secure.	Feel reliable.	Satisfied with services provided.		Our Product tend to be so reliable that people reassure it.	People feel reliable on our product because of high safety rating.					People feel secure and happy.	People look back at the past events inorder to increase safety measure.		People like safety measure recommendations.	

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

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			Trepidation about the product purchase.	Trepidation about the product purchase.			Feel of false alarm.	Worried about the safety of workers.	Fear of fire accidents.				No Faster response to gas leakage.	More efficient methods to prevent gas leakages.		More efficient methods to save workers from fire accidents	

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

Entice			Enter				Engage						Exit			Extend	
Attractive Adverts	Provide simpler summary about product.	Show highlights and safety cerfications of the product.	Show highlights and safety cerfications of the product.				Faster and understandable notification system.						accidents?	leakage incident?		incident data?	user and gain new customers?