



# Customer Journey Map

## Project Name: Gas Leakage Monitoring & Alerting System for Industries

<div><div>SCENARIO</div><div>Monitoring and Alerting Industries - Gas Leakage Detection</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>News about Industrial Accidents</div><div>Awareness</div><div>Information from other Industrial Friends</div><div>The user feels insecure so looks out for a solution</div><div>Eager to implement the precautionary measures</div><div>The user gets suggestions from other industrial friends.</div></div>	<div><div>Request demo of the product/service</div><div>Payment</div><div>Authentication &amp; Authorization Access</div><div>Complete Installation</div><div>The user requests to view the demo of the service / product.</div><div>The user pays the service provider.</div><div>The user authorizes himself to access the dashboard &amp; provides proper access rights to others.</div><div>The customer asks for complete installation of the service / product.</div></div>	<div><div>RealTime Monitoring</div><div>Detect Gas Leakage</div><div>Alarming System</div><div>The user gets notified.</div><div>Gas Valve Closing</div><div>Ventilation</div><div>The user gets access to realtime monitoring of the gas leakage detection system.</div><div>The gas sensors detect the gas leakage.</div><div>The Alarm System gets triggered.</div><div>A system generated message notification is sent to the user.</div><div>An actuator is used to close the gas valves.</div><div>Exhaust fans are turned on to disperse the gas.</div></div>	<div><div>History of events</div><div>Review</div><div>Safety Check</div><div>The gas leakage data gets stored in the database and updated in monitoring system.</div><div>After the incident, the user reviews the system.</div><div>The user asks the service provider to safety check the working condition of the product incase of any damage.</div></div>	<div><div>Past Incidents</div><div>Service Reminders</div><div>The incident gets stored in past data of the system.</div><div>The user gets notified about service reminders for the product.</div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?<ul style="list-style-type: none"><li>■ People: Who do they see or talk to?</li><li>■ Places: Where are they?</li><li>■ Things: What digital touchpoints or physical objects would they use?</li></ul></div></div>	<div><div>Employees and Public users</div><div>Industries working with Inflammable gas</div><div>Social Media Advert</div></div>	<div><div>Recorded / Live demo of the product is displayed to the customer.</div><div>Payment on delivery of product/ after installation is done.</div><div>Installation of gas sensors at specific locations is done.</div><div>Installation of alarming system is done.</div></div>	<div><div>Gas Leakage tends to start from unmanned specific locations.</div><div>Realtime monitoring of status of the sensors.</div><div>Full control of sensor by the authorized users.</div><div>Alarming for industrial workers to notify about gas leakage.</div><div>Gas Leakage can occur due to damage of valves due to excess heat or pressure.</div></div>	<div><div>Dashboard updated with incident information.</div><div>Request from service provider to analyze the cause of gas leakage.</div><div>Request from service provider to check the sensor status.</div><div>Review request from the service provider.</div></div>	<div><div>Past Incidents data is stored.</div><div>Recommendation for increased safety measures.</div></div>
<div><div></div><div>Goals &amp; motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Prevent Gas Leakage</div><div>Avoid Fire accident</div><div>Help to notify about gas leakage.</div></div>	<div><div>Help to assure about the industry safety</div><div>Help to assure about the workers safety</div><div>Help to feel safe and secure.</div><div>Help me to feel reliable about the service provided.</div></div>	<div><div>Help me to feel confident about the alerting system.</div><div>Help me to feel good about the gas leakage detection system.</div><div>Help me to feel good &amp; secure about the realtime monitoring of the gas leakage detection system.</div></div>	<div><div>Help me to feel grateful to the gas leakage detection system.</div><div>Help me spread the word about the gas leakage detection system.</div></div>	<div><div>Help me see the past gas leakage incidents.</div><div>Help me see which area must be monitored carefully.</div></div>
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Its comfortable to use the Realtime Monitoring System.</div><div>Graphical Representation of industrial parameters are exciting to see.</div><div>It's reassuring to read past customers.</div></div>	<div><div>Feel safe and secure.</div><div>Feel reliable.</div><div>Satisfied with services provided.</div></div>	<div><div>Our Product tend to be so reliable that people reassure it.</div><div>People feel reliable on our product because of high safety rating.</div></div>	<div><div>People feel secure and happy.</div><div>People look back at the past events inorder to increase safety measure.</div></div>	<div><div>People like safety measure recommendations.</div></div>
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>Cost</div><div>Fear of commitment on a service provider.</div><div>People express a bit of fear.</div></div>	<div><div>Trepidation about the product purchase.</div><div>Trepidation about the product purchase.</div></div>	<div><div>Feel of false alarm.</div><div>Worried about the safety of workers.</div><div>Fear of fire accidents.</div></div>	<div><div>No Faster response to gas leakage.</div><div>More efficient methods to prevent gas leakages.</div><div>More efficient methods to save workers from fire accidents.</div></div>	
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Attractive Adverts</div><div>Provide simpler summary about product.</div><div>Show highlights and safety certifications of the product.</div></div>	<div><div>Show highlights and safety certifications of the product.</div></div>	<div><div>Faster and understandable notification system.</div></div>	<div><div>How to totally eliminate the chances for fire accidents?</div><div>How to assist the users after the gas leakage incident?</div></div>	<div><div>How to help people store and review the past incident data?</div><div>How to extend the connection with the user and gain new customers?</div></div>