Customer Journey Map

Team ID: **PNT2022TMID04581**

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

SCENARIO

Monitoring and Alerting Industries - Gas Leakage Detection

	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?	News about Industrial Accidents — The user feels insecure so looks out for a solution; Awareness — Eager to implement the precautionary measures; Information from other Industrial Friends — The user gets suggestions from other industrial friends.	Request demo of the product/service — The user requests to view the demo of the service / product.; Payment — The user pays the service provider.; Authentication & Authorization Access — The user authorizes himself to access the dashboard & provides proper access rights to others.; Complete Installation — The customer asks for complete installation of the service / product.	RealTime Monitoring — The user gets access to realtime monitoring of the gas leakage detection system.; Detect Gas Leakage — The gas sensors detect the gas leakage.; Alarming System — The Alarm System gets triggered.; The user gets notified. — A system generated message notification is sent to the user.; Gas Valve Closing — An actuator is used to close the gas valves.; Ventilation — Exhaust fans are turned on to disperse the gas.	History of events — The gas leakage data gets stored in the database and updated in monitoring system.; Review — After the incident, the user reviews the system.; Safety Check — The user asks the service provider to safety check the working condition of the product incase of any damage.	Past Incidents — The incident gets stored in past data of the system.; Service Reminders — The user gets notified about service reminders for the product.
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?	Employees and Public users; Industries working with Inflammable gas; Social Media Advert	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.; Review request from the service provider.	Past Incidents data is stored.; Recommendation for increased safety measures.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Prevent Gas Leakage; Avoid Fire accident; Help to notify about gas leakage.	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 system.; Help me to feel good & secure about the realtime monitoring of the gas leakage detection system.	Help me to feel grateful to the gas leakage detection system.; Help me spread the word about the gas leakage detection system.	Help me see the past gas leakage incidents.; Help me see which area must be monitored carefully.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	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?	Cost; Fear of commitment on a service provider.; People express a bit of fear.	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?	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.	How to totally eliminate the chances for fire accidents?; How to assist the users after the gas leakage incident?	How to help people store and review the past incident data?; How to extend the connection with the user and gain new customers?