

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


 **Product School**











Share template feedback

TEAM ID : PNT2022TMID12783

PROJECT TITLE : Industry-Specific Intelligent Fire Management System

TIP
As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.



<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div>Entice How does someone initially become aware of this process?</div>	<div>Enter What do people experience as they begin the process?</div>	<div>Engage In the core moments in the process, what happens?</div>	<div>Exit What do people typically experience as the process finishes?</div>	<div>Extend What happens after the experience is over?</div>
<div>Steps What does the person (or group) typically experience?</div>	<div><div>Information about Industrial Accidents</div><div>Information from Industry people</div><div>Awareness</div><div>The user feels insecure so looks out for a solution.</div><div>The user gets suggestions from other industrial people.</div><div>Eager to implement the precautionary measures</div></div>	<div><div>Request demo of the product/service</div><div>Knowing information</div><div>Complete Installation</div><div>The user requests for the product.</div><div>The customer gets the entire details about the app</div><div>The customer asks for complete installation of the product.</div></div>	<div><div>Monitoring</div><div>Detect fire</div><div>Alarming System</div><div>Sprinkles on</div><div>The user gets notified</div><div>The user gets access to realtime monitoring of the fire detection system.</div><div>The Temperature sensors detect the temperature of the Environment</div><div>The Alarm System gets triggered.</div><div>If any flame is detected the sprinklers will be switched on automatically.</div><div>A system generated message notification and will send to the user.</div></div>	<div><div>Fire control</div><div>Safety</div><div>Review</div><div>By using this we can control the spread of the fire.</div><div>All the properties will be safe.</div><div>After the incident, the user reviews the system.</div></div>	<div><div>Recommend</div><div>Benefits</div><div>Handle well</div><div>After the experience others will be suggested to use this solution</div><div>Set up and accessing is much facile.</div><div>The monitoring system should be properly maintained.</div></div>
<div>Interactions What interactions do they have at each step along the way?<ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div>	<div><div></div><div></div><div></div><div>The Customer is looking for a fire management system.</div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
<div>Goals & motivations At each step, what is a person’s primary goal or motivation? (“Help me…” or “Help me avoid…”)</div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div>monitoring.</div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>
<div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>
<div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>Fear of commitment on a service provider.</div><div>People express a bit of fear.</div><div>Cost</div></div>	<div><div>The customer is doubtful about the solution</div><div>Agitation about the product purchase.</div></div>	<div><div>Feel of Wrong alarm.</div><div>Fear of fire accidents.</div></div>	<div><div>The customers wanted to safeguard every properties without fail.</div><div>More efficient methods to save workers from fire accidents.</div></div>	<div><div>Once the customer is aware of the notification then the problem will be overcome</div><div>They are not aware of the notification</div></div>
<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div></div><div></div><div></div></div>	<div><div></div><div>Use the safety</div></div>	<div><div></div><div></div></div>	<div><div>Use the property</div><div>Use</div></div>	<div><div>proper control</div></div>