

Project Design Phase-II
Customer Journey Map

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| Date | 03 November 2022 |
| Team ID | PNT2022TMID10541 |
| Project Name | Real-Time River Water Quality Monitoring and Control system |

| | you are co-creating. | | | | |
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| Scenario Browsing, booking, attending, and rating a local city tour | Discovery How does someone initially become aware of this process? | Registration What do people experience as they begin the process? | On boarding and first use In the core moments in the process, what happens? | sharing What do people typically experience as the process finishes? | Outcome What happens after the experience is over? |
| Steps What does the person (or group) typically experience? | Quality of the water is important for everyone. | Water quality management system will ensure the quality for drinking water for daily use and other domestic uses | Customer chases and install the system | Can share feedback and quality of service | Get the quality of water |
| Touchpoint 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? | Landing pages Blogs | Live chat | Demo Product | Mobile app/E-mail | Suitable control activity carried out based on the quality of the water |
| Customer Feeling At each step, what's a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | Satisfied | Simple access | Easy collaboration | Efficient way to connect/share with people | Accurate result is obtain |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful... or exciting? | App will be available in playstore. | Ensure ultimate accuracy | Self-monitoring and quick response | Fully automated | Environmentally safe |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Smart phone is mandatory for installation | Requires good internet connectivity | Fault identification is somewhat difficult for farmers and general public | Customer care / helpline is mandatory | Lack of knowledge about the technology |
| Opportunity How might we make each step better? What ideas do we have? What have others suggested? | Improves profit for farmers and general public will be free from water borne diseases | Improves self-monitoring, ensuring safety | High accuracy and efficiency | Reduce manpower | Simple access |