DATE	2 November 2022
TEAM ID	PNT2022TMID54033
PROJECT NAME	**INDUSTRY-SPECIFIC INTELLIGENTFIRE MANAGEMENT SYSTEM**
MAXIMUM MARKS	4 MARKS

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?

Entice

THROUGH SOCIAL MEDIA	VISIT WEBSITES / APPS	VISITING THE INDUSTRIES
Most customers discover social media pages	A customer checks the available product and the details through websites or app	Spreading awareness of the product to the industries

Enter

START PURCHASE AND COMPLETE PAYMENT INFORMATION	CONFIRM PAYMENT & ORDER PRODUCT
After deciding, the customers click the Purchase button. They fill out their contact and credit card information, then continue	They see a summary of what they are about to purchase, then they confirm and the product is ordered. An email immediately sends to confirm their order.

Engage

INSTALLATION OF THE PRODUCT	GUIDANCE & TESTING	CONTROL MEASURES
The product is delivered and installed in the industries.	The customer is guided on how to use the product by the seller. After the installation, the product is tested and if any defect is detected, it is replaced.	Once the fire is detected the alarm and notification is sent to the authority via message. The sprinklers and exhaust fans are automatically switched on.

Exit

SAFE AND SECURE	PREVENTION
The workers and machines in the industries are safe and secured.	This system prevents the fire accidents at the initial stage itself which will avoid the losses of assets.

Extend

SUGGESTIONS	USER-FRIENDLY	HANDLE WITH CARE
The satisfied customers suggest the product to the other industries.	As the system is easy to operate it is considered to be user friendly.	It is essential that the product is handled well and with care.

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?

Entice

Product ordering section of the website/app.	Contacting the customer care to track the status of the product.

Enter

Reaching out to people who are familiar with the product.	Discussing with the guide the appropriate place to install

Engage

Customers getting to know on how to operate the system from the guide.	Contacting the customer service in case of emergency.

Direct interactions with the guide. / Often takes place at the same place where the customers met the guide, butnot always / Customers commenting their reviews.

Extend

Completed experiences section of the profile on the website or app	If other users interact with this person, they will see these reviews.

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

Entice

Helping the customers to prevent fire accidents.	Helping the customers to save human lives and properties.

Enter

Helping them to install the fire management system.	Accessing the website

Engage

Connecting the technical setup with the app.	Monitoring the technical setup.

Exit

Making the customers to feel safe and secured.	Helping the customers to feel confident at the workplace

Extend

Helping them to update the system	Helping the customers to see what they could be doing next

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

Entice

Customers are happy with the product.	Feels good with the product and the outcome.

Enter

Excitement about the purchase	Current payment process is very bare bones and simple

Engage

Remainder through notification is a boon.	Guides tend to be too good that people are reassured when they meet their guide.

Exit

Controlling the fire soon after the detection

Extend

Safeguarding the properties and human lives.

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

Entice

They think that the system is complex	Customers are anxious and doubtful initially

Enter

Some customers are afraid of investing the money	Lack of patience

Engage

Shows no interest in studying the details of the product.	The customers need support but at the same time afraid.

Exit

The customers find it difficult to manage the technical setup.

Extend

They are less aware of the notification.

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

Entice

It is essential for the customers to make use of the product once the solution has been figured out	The customers should not hesitate to invest on the product.

Enter

The installation of the system should be done faster.	Making sure that the sensors are connected to the apps properly.

Engage

The notification should be as quick as possible.	The customer should not be negligent of the notification.

Exit

The sensors should be active once switched on to control the fire.	The sprinklers should automatically work to protect the assets

Extend

The customer should give honest feedbacks.	The customers should immediately inform the service center to replace the product in case of defect.