Project Design Phase-II
Customer Journey map

Date	08 October 2022
Team ID	PNT2022TMID13566
Project Name	Project - Industry-specific intelligent fire management system
Maximum Marks	4 Marks

Customer Journey Map

Prepare the customer journey maps to understand the user interactions & experiences with the application (entry to exit)

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	The customer can be the industry owners, school/ universities owners — The customer is looking for a fire management system that can detect and takes preventive measures automatically.	The system will ensure the safety of industry and workers. — This system manage, plan and co-ordinate appropriate fire safety procedure to reduce the risks of fire. — Monitors and review at regular interval, emergency management.	Conduct research, analyze the feature and pricing. — Customer chooses and installs the system. — Goes to the training process.	Gives feedback — Had customer satisfactions. — Quality service.
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Customer is looking for high-accuracy fire management system. — Minimization of costs. — easy installation. — Ensure ultimate safety — Self-monitoring system. — Integration of systems.	Customer sees the system is *Self-monitoring system. *Will give quick response and alerts the manager. *Minimization of costs. — Customer purchases the system.	Increased fire safety at lower cost — Quicker response time. — Fully automatic with reduced manpower	Trusted system
Touchpoint What part of the service do they interact with?	Websites. — Landing pages. — Social Media. — Blogs.	Webinars. — Live chat — Community.	Product demo. — Assisted walkthrough. — Live environment — Knowledge based support.	Email — Word of mouth.
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🤯	🤔	😊	🥹
Backstage				
Opportunities What could we improve or introduce?	Reduce the cost, manpower and increase the safety.	Increase in self-monitoring, ensure safety reduced cost, training to workers.	Increase accuracy and efficiency, reduced in time, risk	Increase in reputation and profit.

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

Increased safety

Automatic system.

Quicker control measures.

What can they finally avoid doing?

Risk

Loss of life

Damage to the property

What changed in my environment?

High confidence

Increased trust