GAS LEAKAGE MONITORING AND ALERTING SYSTEM FOR INDUSTRIES

PROJECT DESIGN PHASE-II CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TMID39560

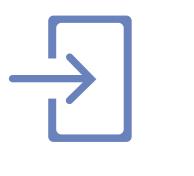
SCENARIO

Searching, finding and gatehhring information about the gas leakage sensors.



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?



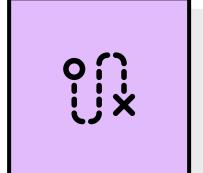
Exit

What do people typically experience as the process finishes?



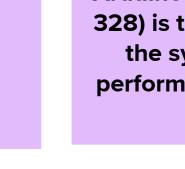
Extend

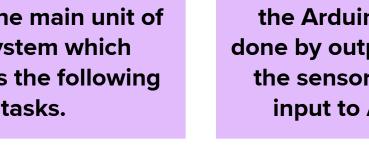
What happens after the experience is over?

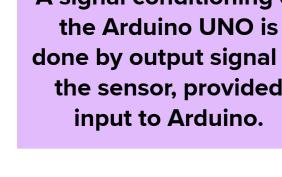


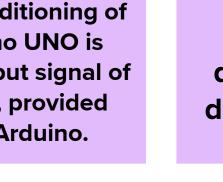
What does the person (or group) typically experience?



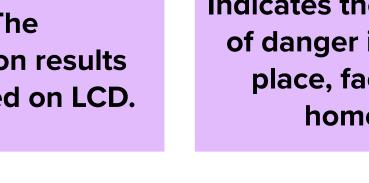


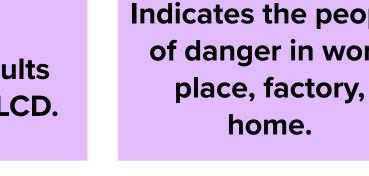






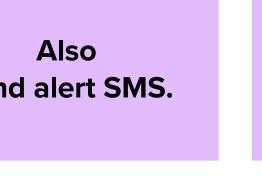


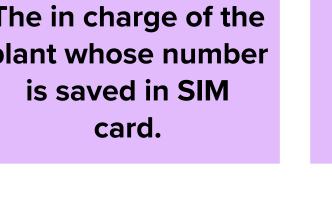


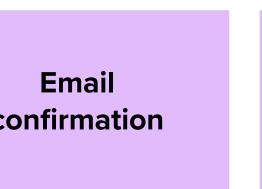




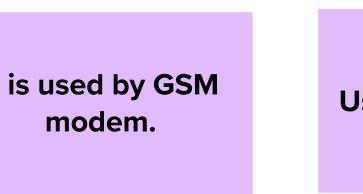




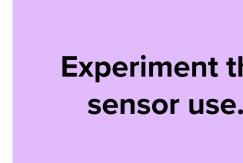




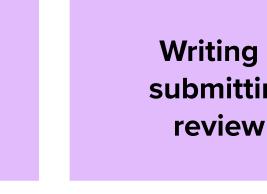


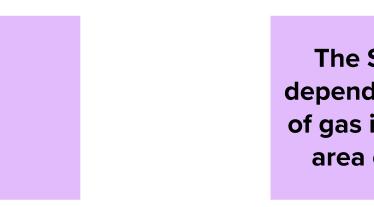












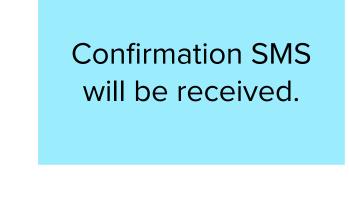


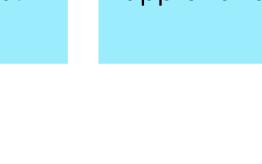




What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



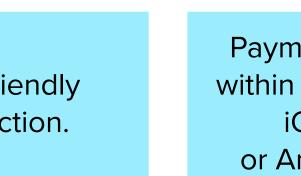


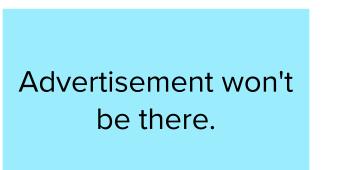


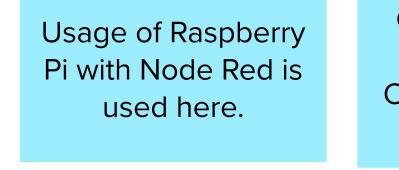


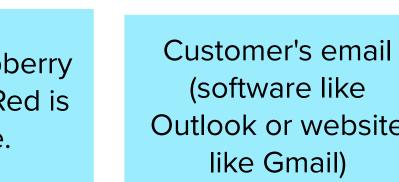


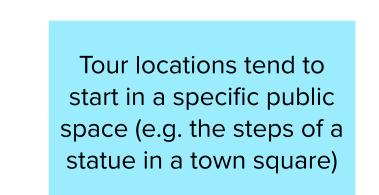


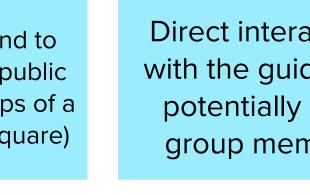


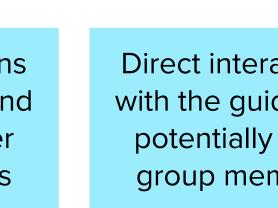




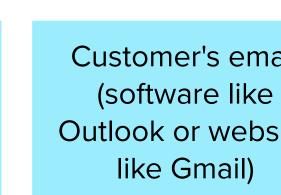


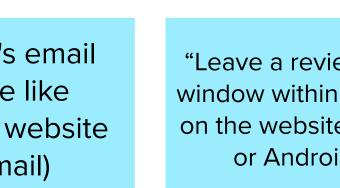


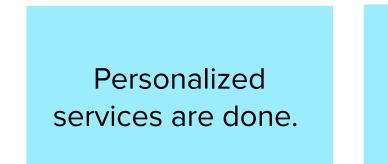




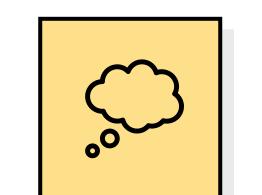






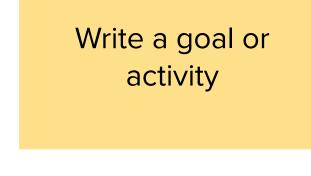






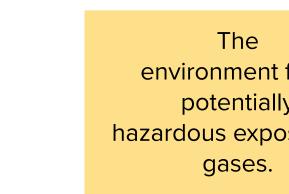
Goals & motivations

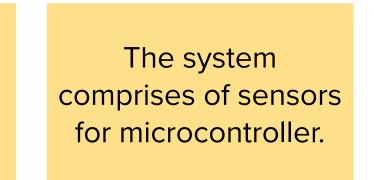
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

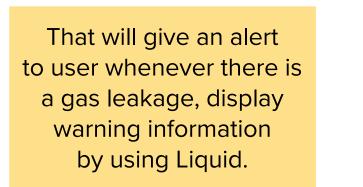


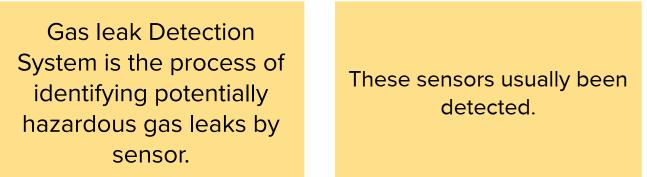
It's reassuring to read reviews written by past users.

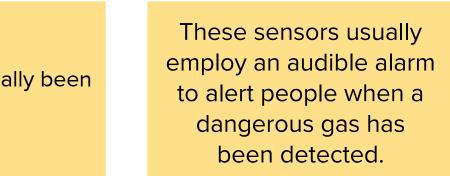


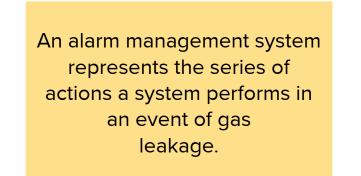


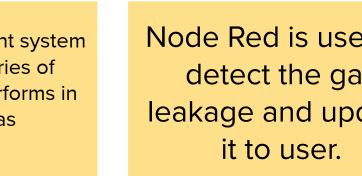


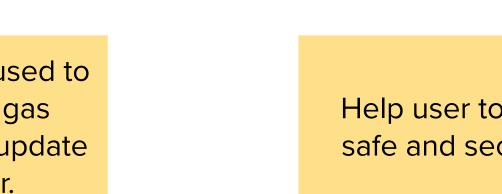


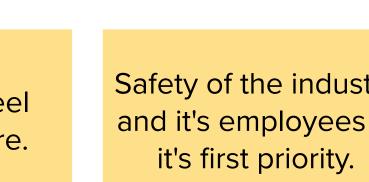




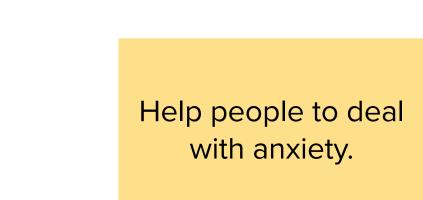


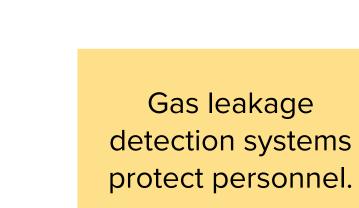


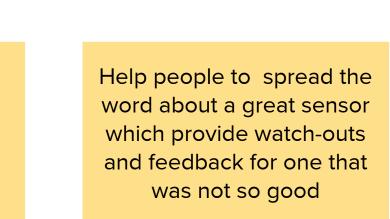


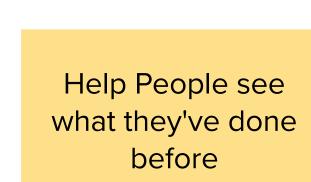


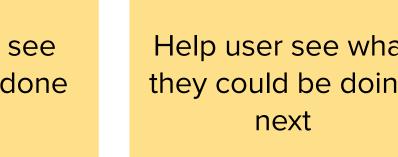


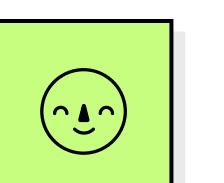








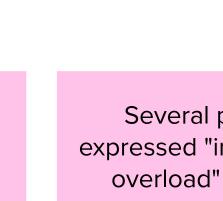


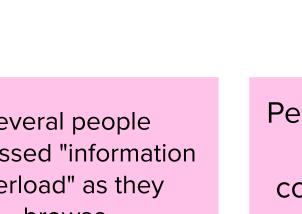


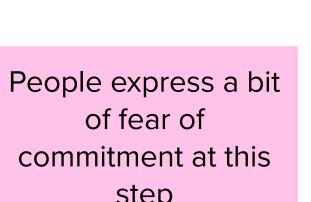
Positive moments

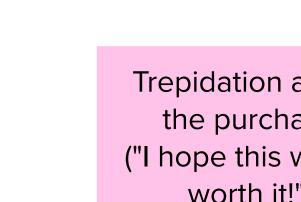
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

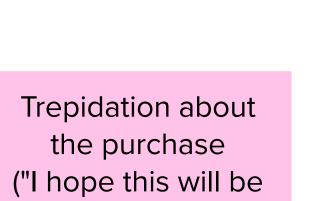


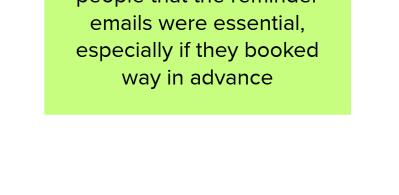


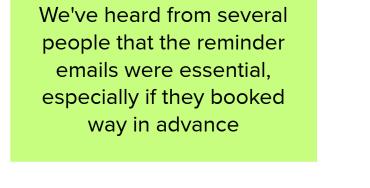


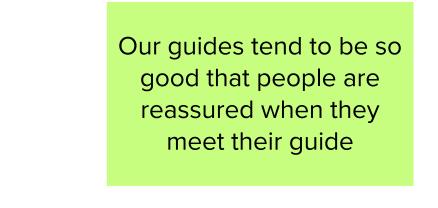


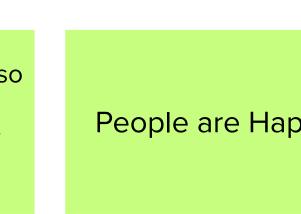


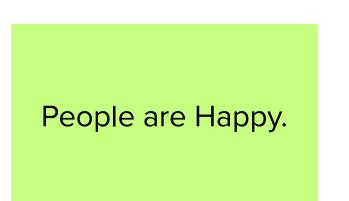


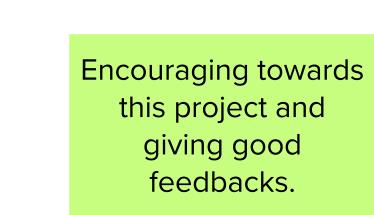


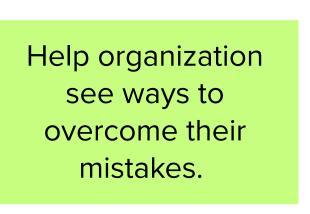


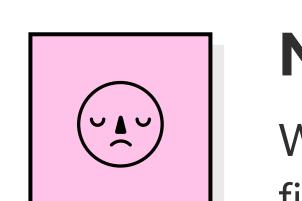






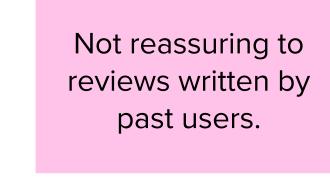


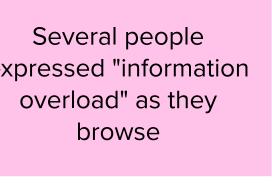




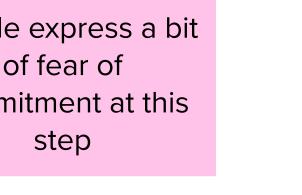
Negative moments

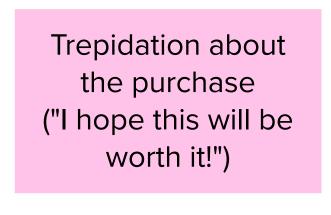
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

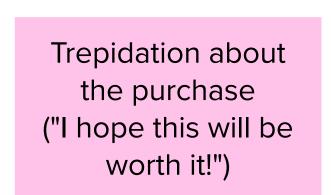


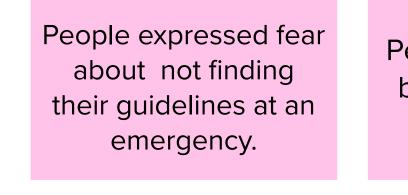


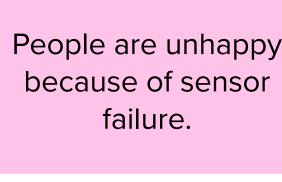
Write an emotion you expect the customer to have.

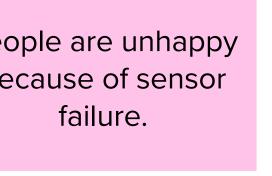


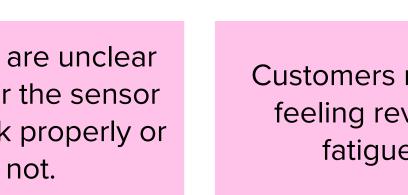




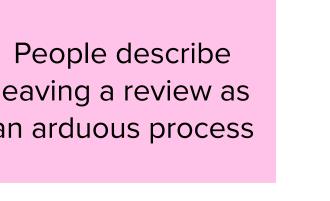


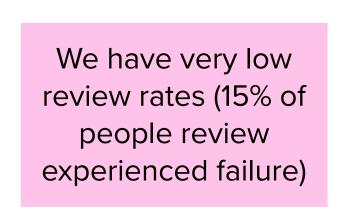


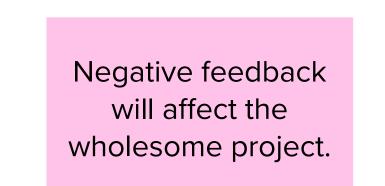


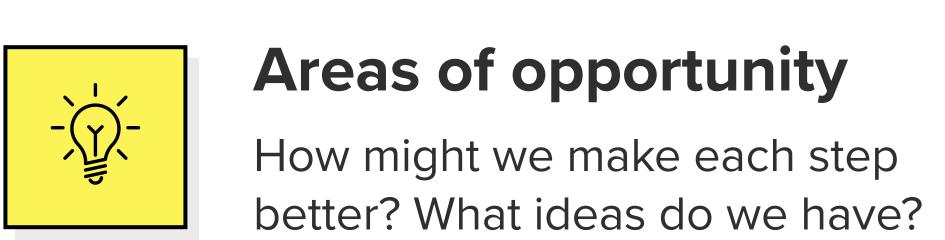








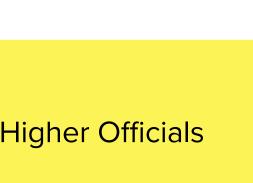




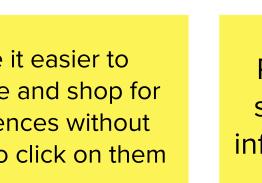
Areas of opportunity How might we make each step

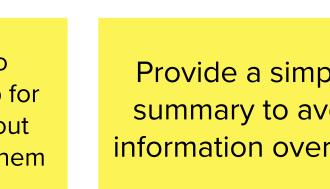
What have others suggested?

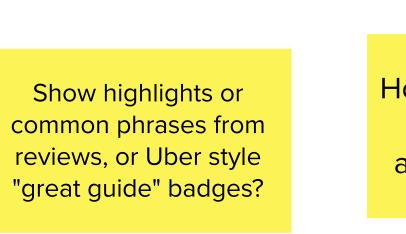


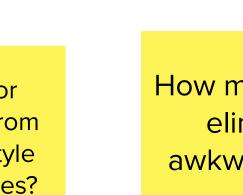












solution and promoted the good words towards the project.

