

customer journey

People
2-9

Time
30 min

Difficulty
Beginner

1 Phases

High level steps your user needs to accomplish from start to finish

REASON TO
BUY THIS
PRODUCT

ANALYZES
VARIOUS
PRODUCTS

CHOOSES
THE MOST
EFFICIENT
PRODUCT

PAYMENT

2 Steps

Detailed written step your user has to perform

wants to choose
an efficient
device for
maintaining
water quality

Other available
meters are
colorimeters, p
h colorimeters and
test strips

colorimeters, ph
colorimeters are
more efficient
compared to
test strips

After metres
are
introduced, the
users feel safe
and secure

3 Feelings

What your user might be thinking or feeling at this moment



Customer
thinks it will
lead to healthy
life

The user amuse
by the various
types of meters
available

Notifies the
authorities
with the
detected
levels

Ensure the
QoS



Receives threat of
hardware failure

worry about
troubleshooting

product life
durability

Nervous
about security
related issue

4 Pain points

Problems your user runs into

After setup, the
villagers need
not worry much
about the
quality of water

Customer
thinks after
solution for
their problem

After getting this
the villagers won't
get any unhealthy
water issues.

They think the
meter will be
user friendly

5 Opportunities

Potential improvements or enhancements to the experience

The customer
gets the
better quality
water

The customer
will be aware of
other meter and
devices

The customer
comes to know
which meter and
devices is best one

The customer
will be happy
and satisfied

100%
Satisfied
After using the water quality
meter, the villagers are
satisfied with the quality of
water and the ease of use of
the meter.

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