Template

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Real-Time River Water Quality Monitoring and Control Systems

TEAM ID:PNT2022TMID22872

	Entice Prerequiste How does someone initially become aware of this process?	Enter Project flow What do people experience as they begin the process?	Engage Working In the core moments in the process, what happens?	Exit Benefits What do people typically experience as the process finishes?	Extend Outcome What happens after the experience is over?
Steps What does the person (or group) typically experience?	To purify the water resources and the availability of internet of things and remote sensing.	Monitor the water quality in large area and analyze the data from various locations and time interval.	Threshold value is set for contamination level and the obtained value is compared with the threshold value.	Detect the contamination level and changes in a running river water	Water quality level is monitored and alert is given incase of emergency.
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?	It is a real-time data which can be accessed by remote monitoring and IoT technology .The results will be displayed in PC.	Data is analyzed by using the parameters such as temperature, PH and contamination level	If the obtained value is above the threshold value alert will be send to the authorities.	Big data analytics will be integrated with IoT for better efficiency	Water management system can be extended.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Alerts the people in case of high contamination.	Water quality should be continuously monitored with low power consumption.	Customer predicts the water quality by the data stored in cloud.	Portable device designed with low cost.	Collected data was analyzed and monitored.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Good quality of water can be obtained by measuring the PH and other quality parameters.	Reconfigurable smart sensor which is more trust worthy for water quality monitoring.	Data can be collected whatever the rate of water flow is.	Irrespective of water flow level the system works efficiently and people became aware of polluted water.	Long duration operation, flexibility and reproducibility.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Damage to the sensors and the position of the system in river.	Replacement of sensors in case of damage or malfunctioning.	Damage due to natural disasters or aquatic animals.	Maintenance cost is high.	Need of additional sensors for continuous monitoring.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Real-time system can be designed with low cost.	Wireless sensor networks can be used and tracked.	Alert can be sent in any form and change in water quality is instantly monitored.	Removal of infectious agents, radiation hazards and chemicals.	Affordable systems with wide application.

Need some inspiration?

See a finished version of this template to kickstart your work.

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