## Customer Journey Map

Date	09 October 2022
Team ID	PNT2022TMID48183
Project Name	Project - IOT Based Real-time River Water Quality Monitoring and Control System
Maximum Marks	

	Journey Steps Which step of the	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?	
This is the journey of a	experience are you describing?	To know the quality of water to	We provide accurate and correct	When any contamination in water bodies is	To make others also aware of the	What changes for them?
Local Authority	describing?	prevent disease and dead	measurement of water quality	reported immediately and saves life	quality of water in their locality	Outcome
Local Authority is a person who represent his/her locality people about the quality of the water, if the water is contaminated they protect the people from drinking it.  What are their key goals and needs?	Actions What does the customer do? What information do they look for? What is their context?	They consume the water not knowing the quality of water	They access the application to know the quality of the water  They access the application from a remote location	They are warned spread of immediately if water disease the water is and death of contaminated life.	When a locality water body is the application contaminated with other they are warned locality to get and prevented	Describe how the life and environment customer changes once they used the service.  What are they able to do now?
periodical accurate and status about correct and covering the quality prediction of of water water quality water bodies  What do they struggle with most?	Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ombiguity, e.g. by using the first person narrotor.	All people should contaminated be healthy water may consuming good quality water and even death	Using this app they can know people are not the water aware of quality easily presence of such app	Automatic sms  alert is made if installation in water is a local water contaminated body	People share their not available experience of for all remote being water bodies benefited	Access the application quality of from remote water with locations single click  What can they finally avoid doing?
parameters hardware to determine sensors to knowledge the water measure about usage quality water quality of application	<b>Opportunities</b> What could we improve or introduce?	Spread awareness about importance of water quality	Easy and simple Ul for all people to access	enhanced method of alert to all people	sharing the application through social media	Prevent Avoid water consuming diseases and contaminate death of life d water  What changed in my environment?
What tasks do they have?  collect make people prevent any information aware about disastraous about local the water event from water bodies quality happening	Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	<b>₩</b>		•	<b>%</b>	Mode of Using of high access by quality people (UI) sensors
	Touchpoint  What part of the service do they interact with?	Real Water	Web User Interface	SMS alert	E-mail	

Accessed remotely which avoids travel to specific places

Automatic SMS alerts generated