

# PROJECT DESIGN PHASE-II

## CUSTOMER JOURNEY MAP

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TEAM ID

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PROJECT

SMART WASTE MANAGEMENT FOR  
METROPOLITAN CITIES

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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Open example



### Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

**TIP**  
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SMART WASTE MANAGEMENT FOR METROPOLITAN CITIES	ANALYSIS OF WASTE LEVEL How does someone initially become aware of this process?	EFFECTS FOR PEOPLE What do people experience as they begin the process?	SEPARATION OF WASTE In the core moments in the process, what happens?	MEASURES TAKEN What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?	garbage collection is a form of static analysis determine the waste composition of a waste product. percentage of material purchased Ultimate analysis: informs about the amount of carbon (C), hydrogen (H), nitrogen (N), sulphur (S), and oxygen (O) % of material recovered by design	improper solid waste disposal and burning can cause disease-spreading pests to affect public health on a large scale. air, water, soil or solid waste pollution Toxic waste can harm people, animals, and plants, whether it ends up in the ground, in streams, or even in the air improper use and disposal of hazardous waste can cause disease-spreading pests to affect public health on a large scale.	municipal solid waste hazardous waste recyclable rubbish agricultural waste industrial waste	reducing waste at the source reuse of materials recycling landfilling identify wastes, evaluate waste, manage waste.
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touchpoints or physical objects would they use?</li></ul>	Identify the sectors to be reviewed Recruit and inform participants Dispose of the waste samples Obtain samples of FLW and identify a sorting site Prepare the FLW for measurement Weigh and record the data	produce and consume the use of resources save on costs or reduce expenses for disposal creates greenhouse gas emissions and other air pollutants consume and dispose of waste	Partner partnership with government Conduct pre-planning activities Practice plan development Implement the plan Monitor and evaluate the plan Report progress	Conduct pre-planning activities Practice plan development Implement the plan Monitor and evaluate the plan Report progress
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	a back of waste-to-energy facilities for recycling and the time and effort spent required in using them to support sustainability development by promoting the efficient use of natural resources Reduce, reuse, recycle Long-term benefits: reduce the amount of waste in landfills and other resources Save the Earth and conserve energy	Recycling to success and then success Use Your Creativity Form a Recycling Club Recycling to success and then success Use Your Creativity Form a Recycling Club	Recycling to success and then success Use Your Creativity Form a Recycling Club Recycling to success and then success Use Your Creativity Form a Recycling Club	Recycling to success and then success Use Your Creativity Form a Recycling Club Recycling to success and then success Use Your Creativity Form a Recycling Club
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	keeps materials out of landfills Avoid the environmental cost and trash Reduce the amount of waste in landfills and other resources Save the Earth and conserve energy Practice is highly lucrative	There's an Environmental Benefit Recycling Creates Jobs Reducing the amount of waste in landfills and other resources Save the Earth and conserve energy Practice is highly lucrative	legal obligations cost savings human health and the environment Recycling to success and then success Use Your Creativity Form a Recycling Club	Use a reusable bottle for beverages and the like Compost Avoid single-use items and disposable containers Recycling to success and then success Use Your Creativity Form a Recycling Club
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Process is not always cost-effective The reusable product has a short life Needs more Global Buy-In The steps are often dangerous Waste management can cause more problems	Recycling to success and then success Use Your Creativity Form a Recycling Club Recycling to success and then success Use Your Creativity Form a Recycling Club	Recycling to success and then success Use Your Creativity Form a Recycling Club Recycling to success and then success Use Your Creativity Form a Recycling Club	Recycling to success and then success Use Your Creativity Form a Recycling Club Recycling to success and then success Use Your Creativity Form a Recycling Club
<b>Areas of opportunity</b> How might we make each step	Automated sorting that can be used to improve waste management in the home Enables interagency designed routes for garbage trucks based on data from connected garbage containers thanks to the collection route The steps are often dangerous Waste management can cause more problems	Recycling to success and then success Use Your Creativity Form a Recycling Club Recycling to success and then success Use Your Creativity Form a Recycling Club	Recycling to success and then success Use Your Creativity Form a Recycling Club Recycling to success and then success Use Your Creativity Form a Recycling Club	Recycling to success and then success Use Your Creativity Form a Recycling Club Recycling to success and then success Use Your Creativity Form a Recycling Club

