





Project Design Phase II

Customer Journey

Date	27 October 2022
Team ID	PNT2022TMID43184
Project Name	Project – Gas Leakage Monitoring and Alerting System for Industries
Maximum Marks	4 Marks

Journey Steps Which step of the experience are you describing?	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?
Actions What does the customer do? What information do they look for? What is their context?	<div>Creating Secure Environment</div> <div>Highly Effective</div> <div>Cost Efficient</div>	<div>Immediate SMS Alerts</div> <div>Real Time Monitoring</div>	<div>Temperature Sensor prevents from Gas Leakage</div> <div>Identify the Industry's end goal</div> <div>Develop a Empathy map</div>	<div>To get positive opinion to put you in a specific word</div> <div>Go beyond selling products</div> <div>Build your social media presence</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity. e.g. by using the first person narrator.</i>	<div>Reduce Damages</div> <div>Avoiding Accidents</div> <div>Remote Monitoring</div>	<div>Easy Setup Process</div> <div>Always prioritize your Workers Safety</div> <div>Adhering the Industry Requirements</div>	<div>Increase Security</div> <div>Providing a positive voice and thereby environment</div>	<div>Low cost maintenance</div> <div>Prove that your products are stable than those offered by competitors</div> <div>Focus on the benefits and feature of the product</div>
Touchpoint What part of the service do they interact with?	<div>SMS Alert</div> <div>Visual Monitoring</div> <div>Audible Alerts</div>	<div>Give an notification for Particular Regions</div> <div>Getting a Alert SMS about Leakages</div> <div>Setting Threshold Levels</div>	<div>Quick update of the Real Time Data</div> <div>Improving Security</div> <div>Ensuring more accurate Alerts</div>	<div>User friendly experience</div> <div>More satisfied with quality of the product</div> <div>By inviting other people they can secure them</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Backstage				
Opportunities What could we improve or introduce?	USER FRIENDLY	PROPER ANALYSIS	FEATURES	MONITORING
Process ownership Who is in the lead on this?	Creator	Creator	Product Provider	Industrialist