

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.

Created in partnership with  **Product School**

customer journey map -Real time river water quality monitoring and control system

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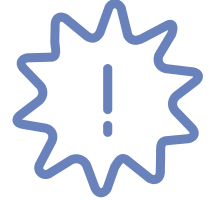




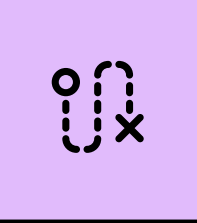






Document an existing experience

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.

<div> SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>PREREQUISITE</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>PROJECT DESIGNING AND DEVELOPMENT</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>BENEFITS</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>OUTCOMES</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div><div>making people to know about their actual problem</div><div>Usage of advanced technologies</div><div>they can feel the threats and disadvantages</div><div>they feel curious about new technologies and applications</div></div>	<div><div>checking for availability of technologies and their applications</div><div>getting a deep knowledge about problems and available solutions</div></div>	<div>sensor setup is made and design implementation is done according to the need</div>	<div>satisfaction of customers</div>	<div>Advanced purity application</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>Getting to know about their problem and requirements</div><div>visiting the effected area and knowing updates</div><div>getting data samples and making database</div></div>	<div>real time data access can be done by using remote monitoring and internet of things technology data collected can be stored in IBM could .with the help of web IU we can get analysed data</div>	<div>to check water quality by analysing the parameters such as temperature ,pH and conductivity.by considering these requirements smart water monitoring system</div>	<div>river water quality monitoring and control system</div>	<div>easier usage model and accurate values</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div> <div>This is a title...</div>	<div><div>making people accessible with edible drinking water</div><div>to make them aware of easy solutions for their problem</div></div>	<div>customer requires the system consist of several sensors is used to measuring physical and chemical parameters of water</div>	<div>creating a control and monitoring river water quality system which is having accuracy for customers need</div>	<div>clean drinking water</div>	<div>availability of clean drinking water in rural areas</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>seeing people ready for change and development</div>	<div>this project has been successful in addressing the problems that needed to be resolved and have several applications</div>	<div>the aim of this project is to give an application which can be easily operated and give real time information</div>	<div>automatic control and IOT based application</div>	<div>safe drinking water</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>implementation process taking more time</div>	<div>the major drawback of this system is high initial costs and complex structure</div>	<div>the sensors are operated on a power source which might requires to be replaced in case of malfunctioning</div>	<div>seasonal changes</div>	<div>to test more parameters of the water quality for some applications</div>