

CUSTOMER JOURNEY MAP

Local authorized

A local authority is a person who speaks for the residents of their area regarding the water's quality. If they will protect the public from it

What are their key goals and needs?

Frequent updates on the water's quality acc

Accurate and reliable water quality

Encompassing all local water bodies and allowing for remote

What do they struggle for most?

Factor to assess the quality of the water

Hardware for water quality monitoring





Understanding on how to use the application

What task do they have?

Assemble data on nearby sea bodies

Inform the public on the state of the water

Stop any bad things from happening

Journey steps	discovery	Registration	On boarding and its use	Sharing
Which step of the experience are you describing?	Why could they start the journey? Must be aware of water quality in order to avoid disease and death	Why would they trust us? We measure the water quality accurately and correctly	How can they feel successful? Whenever any contaminant in water bodies is instantly reported and saves lives	Why would they invite others? To educate others about the water quality in their areas.
Action	<div>They drink the water without understanding its quality</div>	<div>They use the app to access information about the water quality</div> <div>They use the app to access information from the remote location</div>	<div>If the water is contaminated, they are informed</div> <div>Stop the spread of water borne illness and saves lives</div>	<div>They are informed and prevented when a local water body is</div> <div>they spread the application to other localities</div>
Needs and pains	<div>Everyone should drink high-quality water to be in excellent health</div> <div>Water contamination can lead to illness and even death</div>	<div>They may quickly determine the water quality by using this software</div> <div>Water contamination can result in illness and even death</div>	<div>They may quickly determine the water quality</div> <div>The majority of individuals are unaware</div>	<div>If the water is contaminated.</div> <div>Expensive construction in a nearby body of water</div>
Opportunities	<div>Raise awareness of the significance of water quality</div>	<div>Easy to use interface that everyone</div>	<div>Enhanced alert system for everyone</div>	<div>Distributing the application via social media</div>
Customer feeling	<div></div>	<div></div>	<div></div>	<div></div>
Touch point	<div>REAL WATER</div>	<div>WEB USER INTER</div>	<div>SMS ALERT</div>	<div>E-MAIL</div>

What changes for them?

OUTCOME

Describe how the file and environment of the customer changes once they used the product for service.

What are they able to do now?

Faraway places can use the application

Check the water's quality with only one click

Case water is polluted receive an sms alarm message

What can they finally avoid doing?

Avert waterborne illness and human mortality

Avoiding drinking tainted water

Remote access, reducing the need to visit particular locations

What changes in my environment?

Access method used by persons

The utilization of superior sensors

Automatic sms warnings are produced