**CUSTOMER JOURNEY**

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| **1 Phases**  High-level steps your user needs to accomplish from start to finish | REASON TO  BUY THIS  PRODUCT | ANALYZES VARIOUS  PRODUCTS | CHOOSES THE MOST EFFICIENT PRODUCT | PAYMENT |
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| **2 Steps**  Detailed actions your user has to perform | wants to choose an efficient device for maintaining water quality | Other available meters are colorimeters,p hotometers and test strips | colorimeters,ph otometers are more efficient compared to test strips | After metres are introduced,the users feel safe and secure |
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| **3 Feelings**  What your user might be thinking and feeling at the moment | Customer thinks it will leads healthy life | The user amuse by the various types of meters available | Notifies the authorities with the detected levels | Ensure the QoS |
| Nervous incase of hardware failure | worry about troubleshooting | product life durability | Nervous about security relaated issue |
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| **4 Pain points**  Problems your user runs into | After setup, the villagers need not worry much about the quality of water | Customer thinks alter solution for their problem | After getting this the villagers won't get any unhealthy water issues. | They think the  meter will be user friendly |
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