Customer Journey Map

Team ID: PNT2022TMID27536

Project Name: **Gas Leakage Monitoring & Alerting System for Industries**

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?

Steps — What does the person (or group) typically experience?

Entice			Enter				Engage						Exit			Extend	
News about Industrial Accidents	Awareness	Information from other Industrial Friends	Request demo of the product/service	Payment	Authentication & Authorization Access	Complete Installation	RealTime Monitoring	Detect Gas Leakage	Alarming System	The user gets notified.	Gas Valve Closing	Ventilation	History of events	Review	Safety Check	Past Incidents	Service Reminders
The user feels insecure so looks out for a solution	Eager to implement the precautionary measures	The user gets suggestions from other industrial friends.	The user requests to view the demo of the service / product.	The user pays the service provider.	The user authorizes himself to access the dashboard & provides proper access rights to service / product	The customer asks for complete installation of the service / product	The user gets access to realtime monitoring of the gas leakage detection system.	The gas sensors detect the gas leakage.	The Alarm System gets triggered.	A system generated message notification is sent to the user.	An actuator is used to close the gas valves.	Exhaust fans are turned on to disperse the gas.	The gas leakage data gets stored in the database and updated in monitoring system.	After the incident, the user reviews the system.	The user asks the service provider to safety check the working condition of the product incase of any damage.	The incident gets stored in past data of the system	The user gets notified about service reminders for

Interactions — What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?

Entice			Enter				Engage						Exit			Extend	
Employees and Public users	Industries working with Inflammable gas		Recorded / Live demo of the product is displayed to the customer.	Payment on delivery of product/ after installation is done	Installation of gas sensors at specific locations is done	Installation of alarming system is done	Gas Leakage tends to start from unmanned specific locations.	Realtime monitoring of status of the sensors.	Full control of sensor by the authorized users.	Alarming for industrial workers to notify about gas leakage.	Gas Leakage can occur due to damage of valves due to excess heat or pressure.		Dashboard updated with incident information	Request from service provider to analyze the cause of gas	Request from service provider to check the sensor status	Past Incidents data is stored.	Recommendation for increased safety measures
	Social Media Advert													Review request from the service provider.			

Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

Entice			Enter				Engage			Exit		Extend	
Leakage		gas leakage.	Help to assure about the industry safety.	Help to assure about the workers safety.	Help to feel safe and secure	Help me to feel reliable about the service provided.	Help me to feel	Help me to feel good	Help me to feel good & system.	leakage detection system.	leakage detection system.	past gas leakage incidents.	monitored carefully.

Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice			Enter			Engage			Exit		Extend
Its comfortable to	Graphical Representation of are exciting to see.	It's reassuring to	Feel safe and secure.	Feel reliable.	Satisfied with services provided.	Our Product tend to be so reliable that people reassure it.	People feel reliable on our product because of high safety rating.		People feel secure and happy.	People look back at the past events inorder to increase safety measure.	People like safety measure recommendations.

Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice			Enter			Engage			Exit		Extend
Cost	on a service provider.	People express a bit of fear.	Trepidation about the product purchase.	Trepidation about the product purchase.		to gas leakage.	safety of workers.	accidents.	to gas leakage.	More efficient method to prevent gas leakages.	More efficient workers from fire accidents.

Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?

Entice			Enter		Engage		Exit		Extend	
Attractive Adverts	Provide simpler summary about product.	Show highlights and safety certifications of the product.	Show highlights and safety certifications of the product.		Faster and understandable notification system.		eliminate the chances for fire accidents	How to assist the users after the gas leakage incident?	How to help people store and review the past incident data?	How to extend the connection with the user and gain new customers?