

## Project Design Phase-II

### Customer Journey Map

Date	17 October 2022
Team ID	PNT2022TMID41570
Project Name	Smart waste management system for metropolitan cities
Maximum Marks	

### Customer Journey Map:

Stages	1. Awareness →	2. Collection →	3. Discard →	4. Post Discard
<b>Actions</b>	<ul style="list-style-type: none"> <li>Talking to Family members on the upcoming house renovation.</li> <li>Guiding maid/servant to collect the scrap/garbage.</li> <li>Talking to friends on the cleanliness campaigns for the office.</li> <li>Reading online article about recyclable scrap.</li> <li>Reading an online ad about scrap collection ad.</li> <li>Participating in beach cleanliness campaign.</li> </ul>	<ul style="list-style-type: none"> <li>Store them somewhere in a place</li> <li>Everyday cleaning of the house and find unused items to discard</li> <li>Dumping things while house renovation.</li> <li>Enquiring about scrap collector.</li> <li>Arranging items according to material</li> </ul>	<ul style="list-style-type: none"> <li>Looking for a scrap collector</li> <li>Enquiring about a disposing site</li> <li>Request to pickup scrap</li> <li>Trying to estimate the amount/weight of scrap</li> <li>Trying to sell the scrap, if possible</li> <li>Getting rid of the items which are not accepted/collected by anyone.</li> <li>Trying to reach out to the needy.</li> </ul>	<ul style="list-style-type: none"> <li>Store the contact of scrap collector for future.</li> <li>New Purchase</li> <li>Trying to minimize scrap</li> </ul>
<b>Touch points</b>	<ul style="list-style-type: none"> <li>Social media on mobile.</li> <li>Newspaper</li> <li>Magazine</li> <li>Friends</li> <li>Family Members</li> </ul>	<ul style="list-style-type: none"> <li>Internet</li> <li>Maid/Servant</li> </ul>	<ul style="list-style-type: none"> <li>Local Society Office</li> <li>Scrap Collector</li> <li>friend/neighbour</li> <li>Daily Garbage Collector</li> </ul>	<ul style="list-style-type: none"> <li>Online Shop</li> <li>Offline Stores</li> <li>Family/Friends</li> <li>Phone Diary</li> </ul>
<b>Pain points</b>	<ul style="list-style-type: none"> <li>Confusion on what to do with the daily scrap/garbage.</li> <li>Short of time - Don't have time to segregate scrap thoroughly.</li> <li>Lack of knowledge on scrap/garbage disposal.</li> </ul>	<ul style="list-style-type: none"> <li>Lack of knowledge on scrap/garbage disposal.</li> <li>Lack of space</li> <li>Urgency to get rid of the scrap.</li> <li>No contact with scrap collecting organisation/body</li> </ul>	<ul style="list-style-type: none"> <li>Don't know where and when to find the scrap collector.</li> <li>Difficulty in reaching out to people, while on rent or in a new city</li> <li>Confusion on what to keep &amp; what to sell</li> <li>Unsure about the rate of different types of scrap</li> </ul>	<ul style="list-style-type: none"> <li>Change in scrap collectors contact</li> <li>Piling up of scrap</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Confused</li> <li>Inquisitive</li> <li>Indecisive</li> </ul>	<ul style="list-style-type: none"> <li>Satisfied</li> <li>Curious</li> </ul>	<ul style="list-style-type: none"> <li>Satisfied</li> <li>Enquiring</li> </ul>	<ul style="list-style-type: none"> <li>Satisfied</li> <li>Happy</li> </ul>
<b>Opportunity</b>	<ul style="list-style-type: none"> <li>We can connect with the user through online ads/Social responsibility programs/ NGO/ events / 3rd party collaboration/ donation links/ secondhand book sellers/ Furnitures</li> </ul>	<ul style="list-style-type: none"> <li>Digital engagement for inquiring user through customer support</li> <li>Like a Whatsapp group/digital platforms where resellers &amp; customer get engaged</li> <li>Local MCD can engaged.</li> </ul>	<ul style="list-style-type: none"> <li>Offer digital/real currency</li> <li>User can choose to repeat the scrap collection</li> </ul>	<ul style="list-style-type: none"> <li>What reward do the user get- digital reward/certificates/</li> <li>After collection of scrap surprise offers like plants or seeds</li> </ul>