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| **Journey Steps**  Which step of the experience are you describing? |  | **Discovery**  Why do they even start the journey? |  |  | **Registration** Why would they trust us? |  | **First Use**  How can they feel successful? |  | **Sharing**  Why would they invite others? |
| **Actions** What does the customer do? What information do they look for? What is their context? | • | To checks the quality of water in real time through various sensors  (one for each parameter: pH, conductivity, temperature) to measure the quality of water. | • | • | Monitoring water quality is very important for maintaining ecosystem health and the livelihood of the population. It reflects the health of surface water bodies as a snapshot in time (weeks, months, and years).  Therefore, best practices and efforts are needed to monitor and improve water quality. | •  • | The drinkability of any water source involves testing its chemical composition, such as its pH (acidity), whether it contains toxins such as microplastics, and other variables such as temperature.  A qualified scientist takes a sample from a water source every so often, analyzes it, and compares it with the recommended standards of a reputable organization, such as the WHO or the USEPA. | •  • | Monitoring provides the objective evidence necessary to make sound decisions on managing water quality today and in the future.  Water-quality monitoring is used to alert us to current, ongoing, and emerging problems; to determine compliance with drinking water standards, and to protect other beneficial uses of water. |
| **Needs and Pains**  What does the customer want to achieve or avoid?  *Tip: Reduce ambiguity, e.g. by using the first person narrator.* | • | The customer wants to avoid unnecessary details not related to product   * Wants an effective and reliable product and service * Value offered by the product |  |  | * Provide top-notch customer service * Share positive reviews and testimonials * Ask for and act on feedback |  | * Provide excellent customer service * Get customer success metrics that matter * Organize around the customer |  | * Offer discounts and incentives * Provide them with best customer service * Improve your website and Promote you r expertise * Ask for referrals |
| **Touchpoint**  What part of the service do they interact with? |  | * Water quality authorities and analyst * Providing highly water quality efficient service |  |  | * Industries should register themselves with the service and equip themselves * Government agencies | • | We issue them to manual oof operation along with guidelines to target customers |  | • This would invite many private companies to the market |
| **Customer Feeling**  What is the customer feeling by *Using the* ***emoji.*** |  |  |  |  |  |  |  |  |  |
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| **Opportunities**  What could we improve or introduce? |  | • By providing better requirements for The customer needs. |  |  | • Increase the number of users and in turn satisfying the  Requirements for registration |  | • Demonstrate the use of product in front of customers and its working capabilities. |  | • We could contact the old customers and ask them For referral on the service offered and Increase the quality of service. |