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**Document an existing experience**

### Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

**PROJECT DESIGN PHASE II** **CUSTOMER JOURNEY MAP**

# PNT2022TMID11378- EFFICIENT WATER QUALITY ANALYSIS AND PREDICTION USING MACHINE LEARNING

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

**SCENARIO**

**Browsing, booking, attending, and rating a local city tour**

**Steps**

What does the person (or group) typically experience?

## 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

How does someone initially become aware of this process?

**Better interpretation of results which can be understood by everyone.**

**Usage of the model does not need a very large place.**

**The model can be used by any one,no need for any agency.**

People can

interact with the Dashboard on the Web Page.

The predictor asks them to login

# Enter

What do people experience as they begin the process?

**Saves Time.**

**Quality of water can be found on the less time.**

**Simple way to use.**

# Engage

In the core moments in the process, what happens?

**Display screen ,buttons and menu buttons make it easy to find the result.**

Calculates the Water Quality Index.

**Customers can easily find the quality.**

Customer will receive values to the

predicted water quality .

They can also look the previous analysis of the water quality In other areas.

# Exit

What do people typically experience

as the process finishes?

Variouswater samples can be used for the purpose of testing.

**Customer gets easy access to resources.**

**Customer interacts with various options regarding the interpretation of results that they can understand.**

# Extend

What happens after the experience is over?

Customer feel contended.

They feel satisfied as they can use the system at anytime and the interface is simple to use.

**Customers can exit the prediction system and access the system again if they need to use.**

**Goals & motivations**

Help me to predict the essential minerals and

impurities present effectively.

Answers to customer's request immediately.

Helps me to present the ideas about finding the quality of the model based on it’s nature.

Conversations with the customers will be ended in a very well manner.

Help me predict the water quality

**Find the purity of the water , as the purity changes from each place.**

**Help me to only provide a clean water.**

**Simplify the access to predicted results and**

**avoid the internal working complication.**

**The result of the model will be provided with the quality of water which does not affect the ru**

**Helps me to avoid any help from others for the process of testiong the water.**

Help me to access the model

quickly without waiting.

**Customers can interact with various options present in the Dashboard to access the functionality they require.**

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

## Positive moments

**The system will be Customers are eager They are overjoyed as**

**This model can be used by the customers at any time and any place**

**The system does not have a complicated process in it so the customer can feel comfortable using it.**

**The results of each analysis get stored for comparing or further studies.**

**Efficient and accurate information make the user to have faith in the model**

**By adding some kind of animations and graphics in the system the customers will find it more interesting to do it.**

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

**accepted by the customers as it's free of cost.**

**to accept the new way of predicting the**

**water quality.**

**it can be used by any people without**

**depending any agencies.**

The output with out too much of delay make the customers happy

It should be visually appealing so that users

enjoy using it.

The model having a display system make it easy to understand.

## Negative moments

**This system cannot be used by blind people as the interpretation of results are**

**just presented in the**

**interface.**

**Not providing a accurate resuly about the water bodies test samples can cause confusion to customers.**

**People with some inabilities cannot use this system effectively as they have to depend on others to check the interpretation results.**

Customers in rural places will be dejected when it asks to pay for using the system.

Customers will be irritated if the model works in a slow process.

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

**If it provides wrong purification methods based on results interpretation, it**

**will be helpless for users to seek a solution.**

**Customer will definitely get angry if it is not working properly.**

**Customers gets dissatisfied if the prediction is not made in a correct way.**

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## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

**To work in all kinds of platforms.**

**If required some changes should able to be made in the system.**

Display screen can be customized.

**If purifying is possible base on its impure level,some methods can be suggested.**

**The results should be provided in a flawless way.**

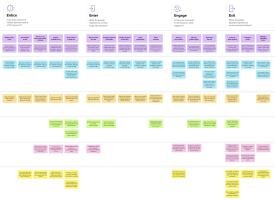
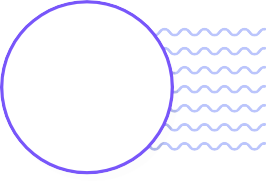
**Relevant information and better result interpretation.**

**Should be available to use in 24/7.**

**All customers can use it in a easy way**

**Ability to integrate with Future Technologies.**

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**Template**

**Need some inspiration?**

See a finished version of this template to kickstart your work.

[Open example](https://app.mural.co/template/f59f644b-b4b4-47b5-9ed6-3a8c71ceb612/896b31fe-5597-40ef-9b06-3811a1a45ace)