

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

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Project Name	Industry-Specific Intelligent Fire Management System

Customer Journey Map

Customer Journey Maps connect companies with their audiences by narrating the customer experience. It can give an overview of the entire process, show how customers act, or identify key moments of interaction between the user and the organization. To create your own, think about your goal of teaching customers about your company.

	AWARENESS	CONSIDERATION	PURCHASE	RETENTION
ACTIVITIES	Watch advertisements, social media, employees from other industries	Conduct research, research competition, compare features and pricing	Select the product and payment modes	Provide service, feedback, help pages
MOTIVATIONS	Researching and defining their problem	Evaluating your product and comparing you to others	Sustain lifestyle	To get more value from their next contract
EMOTIONS	Hopeful about possibilities, interested	Curious, encouraged but questioning	Excited, thrilled	Satisfied
BARRIERS	Lack of awareness, lack of proper advertisement	Lack of information available	Cost, lack of stock, ignorant sales person	Lack of publicity, advertising, complicated