

CUSTOMER JOURNEY MAP

**PHASES**

**MOTIVATION**

**INFORMATION GATHERING**

**ANALZES VARIOUS PRODUCT**

**CHOOSE THE MOST EFFICIENT PRODUCT**

**PAYMENT**

**ACTIONS**

**Wants to reduce the river contamination**

Wants to choose an efficient product to monitor and prevent contamination

**Other water quality testing systems**

**Iot based sensor system (or) more efficient than classic system**

**After the product satisfication**

**TOUCHPOINTS**

**Buy as feel excited**

**After installation,people no need to worry about water quality**

**User amuse by various products which are available**

**After getting this no need to worry about water contamination and water quality**

**After find the product worthy people will buy it**

**CUSTOMER FEELING**

**CUSTOMER THOUGHTS**

**Customer thinks it will helpful for better status of river water**

**It will leads for longer time**

**Customer things alter solution will available**

**The product choosing will be easy and comfortable for them**

**They think the product will be user friendly**

**OPPORTUNITIES**

The people get better quality of river water

**Customer know about the process of the system**

will aware about other products in the market

**People will get knowledge about the product and differentiate which is best**

**People utilize the product**