

Customer Journey Map

Date	12 th October 2022
Team ID	PNT2022TMID11759
Project Name Project	Smart Waste Management System for Metropolitan Cities
Maximum	2 marks



Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and 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?	<div>Discover the problem and its impact</div> <div>Discover the solution and its benefits</div>	<div>Trust the brand</div> <div>Trust the team</div> <div>Trust the process</div>	<div>Get the product and use it successfully</div> <div>Get the support and help when needed</div> <div>Get the feedback and improve the experience</div>	<div>Share the experience with others</div> <div>Get the feedback and improve the experience</div> <div>Get the support and help when needed</div>
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrative	<div>Discover the problem and its impact</div> <div>Discover the solution and its benefits</div>	<div>Trust the brand</div> <div>Trust the team</div> <div>Trust the process</div>	<div>Get the product and use it successfully</div> <div>Get the support and help when needed</div> <div>Get the feedback and improve the experience</div>	<div>Share the experience with others</div> <div>Get the feedback and improve the experience</div> <div>Get the support and help when needed</div>
Touchpoint What part of the service do they interact with?	IoT	Support and help when needed	Get the product and use it successfully	Share the experience with others
Customer feeling What is the customer feeling? Tip: Use the emoji app to agree more emotions	😊	😊	😊	😊
Exchange				
Opportunities What could we improve or enhance?	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by
Process ownership Who is in the lead on this?	Public people	Project team	MC	Public

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

By using sensors to monitor the waste levels, it can reduce huge time of checking each bin.

MC's can remove the waste from the bins on time.

What can they finally avoid doing?

It can avoid the overflow of the wastes from the bins.

The MC's needn't check every bins.

Because they can get all the bin status in IoT platform.

What changed in my environment?

It will create a clean and neat environment.

It will also avoid the spreading of unwanted diseases.

It can create a healthy environment.

Full Map: