












Project Design Phase – II

Customer Journey Map Template

Date	9 November 2022
Team ID	PNT2022TMID33019
Project Name	Real time river water quality monitoring and control system
Maximum Marks	4 Marks

Reference Link:

<https://app.mural.co/t/coastalqueens8594/m/coastalqueens8594/1665323081400/ca88018492af11d3bdfd4e08335f7d704c7caae8?wid=31-1663857636794>

	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>When they want to know about the quality of water they are using.</div> <div>They search for a solution in web</div>	<div>They will download the water quality monitoring app</div> <div>They complete their registration in the app using email, google and many more platforms</div>	<div>They will receive confirmation email once they have registered for the application</div> <div>Then they will be directed towards the dashboard .</div> <div>There they can access the information they want</div> <div>They can know about the quality of water using various parameters such as pH value, Temperature, Salinity, Harmful toxins, etc...</div>	<div>They will close the application.</div>	<div>They will share about their experience in social media</div> <div>They will encourage others to download this app.</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><ul style="list-style-type: none">• People: Who do they see or talk to?• Places: Where are they?• Things: What digital touchpoints or physical objects would they use?</div>	<div>They will share the information from the app to others to create awareness.</div>	<div>They will check the validation of the information provided by the app</div>	<div>They will check the state of the water bodies near them</div> <div>They will discuss about the quality of water in their community</div> <div>They will take steps to improve the quality of water</div>	<div>They will be inspired to be the change .</div>	<div>They will spread awareness to others</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>They want to know about the quality of the water</div> <div>They will search for the ways to check the quality of water</div>	<div>They will download the real time river water quality monitoring app.</div>	<div>They will check the quality of water using various parameters</div> <div>They use parameters given by the app such as pH value, Temperature, Salinity, Harmful toxins, etc...</div> <div>By receiving the alert from the app, they will know that the parameters exceed their optimum value</div>	<div>They will take primitive actions to save the water body</div>	<div>They will gather the volunteers and report the state of the water bodies to the officials to take action</div> <div>They will retrieve the original good condition of the water bodies.</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>They can check the condition of the water bodies whenever they want</div>	<div>They can know about it by just downloading the app</div>	<div>They can know about the cause of the problem</div>	<div>Now they can solve the problem</div>	<div>And they can improve their standard of living</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>To download the app</div>	<div>To complete the registration and authentication process</div>	<div>By knowing about the various parameters and to find the right source for the poor water quality</div>	<div>By doubting the liability of the information provided by the app</div>	<div>More follow up notifications</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>To promote in google advertisements and websites</div>	<div>Easy account creation process and very user-friendly interface</div>	<div>To be notified whenever the parameters cross the optimum value</div>	<div>To experience good customer service</div>	<div>To get the feedback from the people from various perspective helps in improvising the app</div>