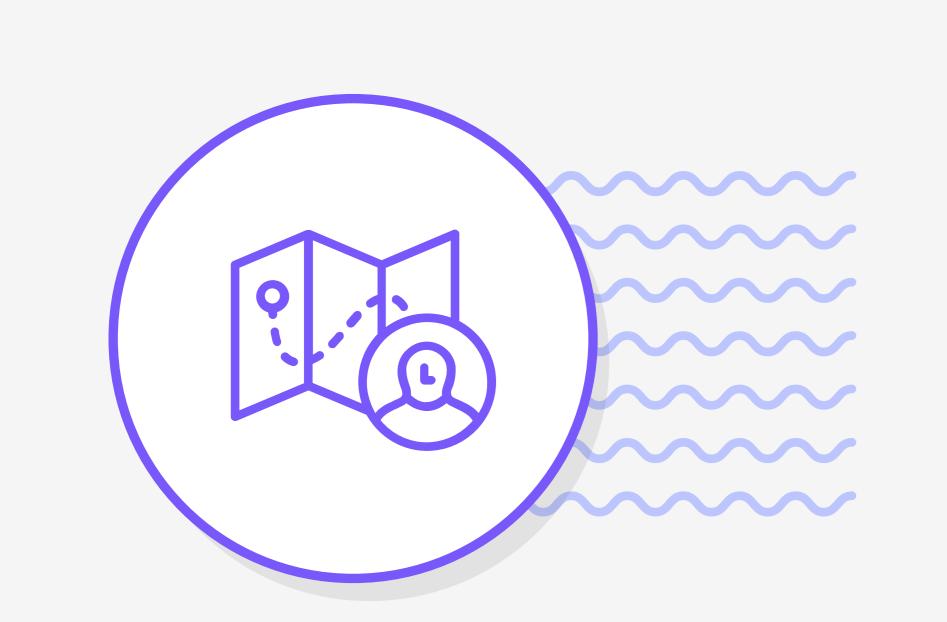
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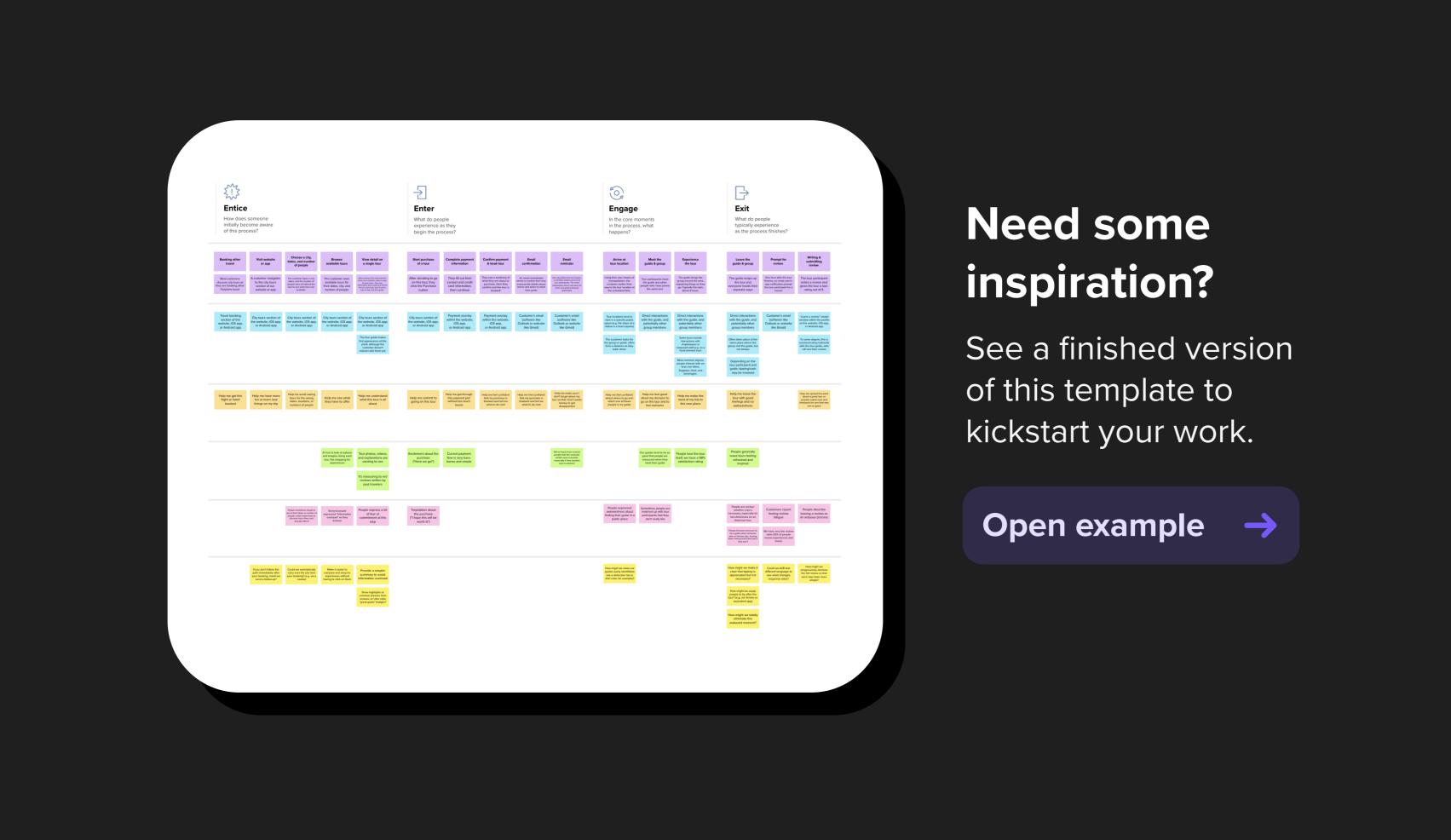
Customer experience journey map

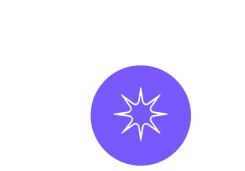
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership v



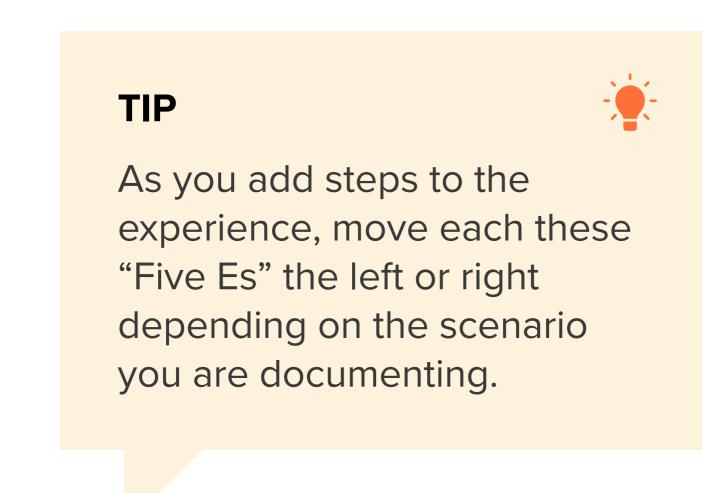
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Document an existing experience

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.



Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Timely collection of waste Disposing about smartbins They discover about smartbins when waste are collected at right time Disposing about smartbins They became aware of smartbins when it seems clean around the trash cans People come to know about the benefits of smartbins	Waste collector credentials Indicating trashcan level Aware of trashcan location	Arrive at right location Using transportation,waste collector makes their way to the trashcan location at proper time Empty the trash containers Waste collector collects the waste from the trash containers	Clean environment By the frequent collection of waste, surrounding becomes more clean Free from fear of diseases People feel less fear of diseases since wastes are properly disposed	People feels satisfied for making clean environment People feels satisfied for making clean environment People will be relieved from breathing bad odour which leads to harmful lung diseases
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?	People come to know about smartbins when they interact with municipal When they visit the location where smartbins are implemented	Municipal monitors trashcan level Municipal alerts the waste collector to pick up the waste	Waste collector receives the location of the trashcans and arrives to the spot at right time Waste collector empties the bin	Discussing about this system with friends and family	Sharing the reviews of the system in social media.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me see the purpose of smartbins Help me understand why smartbins have to be implemented	Help me avoid visiting the unfilled trash containers Help me track exact location of the filled trash containers	Help me avoid feeling disgusted of overflowed trashcans Help me collect the waste frequently	Help me create more sanitised environment Help me spread the word about clean environment	Help me feel proud of myself for taking part in cleaning environment Help me keep environment as clean as possible
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Motivated by thinking how clean the surrounding will appear Feels as a positive start for a clean society	Feels so happy that they have taken a right step towards creating a clean environment Feels excited	Thinks that smart waste management system is more productive for the society	Feels delighted Satisfied as they made the environment clean and healthy	Feels happy and looks out for more of such experience
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Fears whether this system will cost more	When location of the trashcan is not exactly shown Installation of smartbins requires more cost Takes more time for the installation of smartbins Takes more time for the installation of smartbins	People feel frustrated when waste are not properly removed	People feel frustrated when it takes time to replace trashcans Feels confused without proper understanding of the process	High maintenance is required
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Can conduct awareness campaign on smart waste management system Can spread the news about ths system through social media and other platforms	Installation and usuage of this system is very easy Guidelines to use the system will be there in the web application itself	Help center can be provided to the users to solve any queries	Users are provided with feedback page to fill their valuable comment	Daily remainder will be provided to the users to do their job properly