

Project design phase-II

CUSTOMER JOURNEY

Date	14/10/2022
Team ID	PNT2022TMID33407
Project name	Real-Time water quality monitoring and control system

Customer journey:



This is the journey of a

Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

To detect the
ph level.

To detect the
salinity.

To detect the
oxygen level
and nutrients

What do they struggle with most?

Storing the
data.

Long time
placing the
sensor in
water causes
risk to clean.

More sensor
placing is
difficult

What tasks do they have?

The task of
them is to buy
and install the
system.

The customer
have to install
the required
mobile
application.

They have to
maintain the
system
regularly.

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?	They look for better water quality accuracy. The customer spent more technology.	Connect their account, Choose type, Check trial.	Open to use, check properties, Click options, Clicks learn more, Gives feedback.	Get data, Analyse, Show result.
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	They don't like to get data continuously from the sensor. They have some technology for remote warning system.	Easy to sign up, Find, Simple to use.	Adding awareness content about water, Description are so long to read, Preview feedback and provided the required information, Char type can be useful to understand.	New terms can be understandable, Ph value, Turbidity of the water can be monitored easily.
Touchpoint What part of the service do they interact with?	They want user some device to they have some technology because they don't have more due to this.	Product website, Enquiry number, Use templates.	User interface, Settings, Template browser, Use separate or unique template for various data.	Adding new data, Change settings, Showing new result.
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😱	😞	😞	😄
Backstage				
Opportunities What could we improve or introduce?	They have opportunities to use to	Suggest not use personal information, Suggest local language,	Suggest user friendly format for new user, Suggest comparison with past analysis, Introduce feedback.	Review feedback, Introduces help center, Make content clear.
Process ownership Who is in the lead on this?	Karthika	Aarthi	Deepa	Selva priya

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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?

Improved the health of the use.

Water borne disease decrease.

They have able to get good quality of water.

What can they finally avoid doing?

They avoid using separate water purifying method.

The fear regarding drinking water is reduced.

They avoid checking quality of water each and every time.

What changed in my environment?

The people get awareness about the quality of water.

We able to find the industrialist who are disposing the industrial waster.

It reduces the water pollution.

References:

https://miro.com/app/board/uXjVPPI8OMs=