

Project Design Phase-II Customer Journey Map

Date	12 October 2022
Team ID	PNT2022TMID46688
Project Name	Project - Real time River water quality monitoring and control system

	Discovery	Registration	On boarding and first use	sharing	Outcome
Scenario Browsing, booking, attending, and rating a local city tour	Discovery How does someone initially become aware of this process?	Registration What do people experience as they begin the process?	On boarding and first use In the core moments in the process, what happens?	sharing What do people typically experience as the process finishes?	Outcome What happens after the experience is over?
Steps What does the person or group typically experience?	Quality of the water is important for everyone.	Water quality management system will ensure the quality for drinking water for daily use and other domestic uses	Customer chases and install the system	Can share feedback and quality of service	Get the quality of water
Touchpoint What interactions do they "see" at each step along the way? <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? 	Landing pages Blogs	Live chat	Demo Product	Mobile app/E-mail	Suitable control activity carried out based on the quality of the water
Customer Feeling At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Satisfied	Simple access	Easy collaboration	Efficient way to connect/share with people	Accurate result is obtain
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful... or exciting?	App will be available in playstore.	Ensure ultimate accuracy	Self-monitoring and quick response	Fully automated	Environmentally safe
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Smart phone is mandatory for installation	Requires good internet connectivity	Fault identification is somewhat difficult for farmers and general public	Customer care / helpline is mandatory	Lack of knowledge about the technology
Opportunity How might we make each step better? What ideas do we have? What have others suggested?	Improves profit for farmers and general public will be free from water borne diseases	Improves self-monitoring, ensuring safety	High accuracy and efficiency	Reduce manpower	Simple access