CUSTOMER JOURNEY MAP

Date	09 October 2022
Team ID	PNT2022TMID14052
Project Name	Project - IOT Based Real-time River Water Quality Monitoring and Control System
Maximum Marks	

	Journey Steps Which step of the	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?	
This is the journey of a	experience are you describing?	To know the quality of water to prevent disease and dead	We provide accurate and correct measurement of water quality	When any contamination in water bodies is reported immediately and saves life	To make others also aware of the quality of water in their locality	What changes for them?
Local Authority Local Authority is a person who represent his/her locality people about the quality of the water, if the water is contaminated they protect the people from drinking it. What are their key goals and needs?	Actions What does the customer do? What information do they look for? What is their context?	They consume the water not knowing the quality of water	They access the application to know the quality of the water They access the application from a remote location	They are varied spread of immediately if the water is contaminated life.	When a locality so, they share water body is the application contaminated with other they are warned and prevented benefited	Describe how the life and environment of the customer changes once they used the product or service. What are they able to do now?
periodical accurate and status about correct and covering the quality of water water quality water bodies What do they struggle with most?	Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	All people should contaminated be healthy water may consuming good quality water and even death	Using this app Most of the people are not the water aware of quality easily presence of such app	Automatic sms Costly alert is made if installation in water is a local water contaminated body	People share their not available experience of for all remote being water bodies benefited	Access the application quality of quality of from remote water with locations single click What can they finally avoid doing?
parameters hardware to determine sensors to be to determine the water quality water qu	Opportunities What could we improve or introduce?	Spread awareness about importance of water quality	Easy and simple Ul for all people to access	enhanced method of alert to all people	sharing the application through social media	Prevent Avoid Accessed remotely water consuming diseases and contaminate death of life d water Avoid specific places What changed in my environment?
collect make people prevent any information aware about disastraous about local the water event from water bodies quality happening	Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	⊚	<u> </u>	©	%	Mode of Using of high Automatic access by quality SMS alerts people (UI) sensors generated
	Touchpoint What part of the service do they interact with?	Real Water	Web User Interface	SMS alert	E-mail	