

Customer Journey Map

Team ID	PNT2022TMID17751
Project Name	Industry-specific intelligent fire management system
Maximum Marks	4 Marks

Customer Journey Map:

Journey Steps which step of the experience are you describing?	Discovery	Registration	Onboarding and first use	Sharing
Actions what does the customer do? What information do they look for? What is their context	<div>The customer can be the business employer or occupier of a premise and safety officer</div> <div>They looking for the fire management system that help us</div>	<div>Once the buzzer is high, the worker should run for the exit</div> <div>Monitors and review at regular interval, emergency management</div>	<div>Choose an area for the installation of system</div> <div>Analyze the feature and pricing of the system</div>	<div>Quality service</div> <div>User satisfaction</div>
Needs and Pains what does the customer think?	<div>Self monitoring system</div> <div>Customer is looking for high accuracy management system</div> <div>Ensure all lifes are saved</div>	<div>Customer want to purchase the system</div> <div>It will give quick response & it alerts also</div> <div>Safety of machines in industries</div>	<div>No manpower</div> <div>Quick response time</div> <div>Increased fire safety</div>	<div>Assured safety system</div>
Touchpoint What part of the service do they interact with?	<div>Social media</div> <div>Blogs</div>	<div>Webinars</div> <div>Meeting</div>	<div>Product demo</div> <div>Live environment</div> <div>Checking alert system</div>	<div>Through the mouth</div> <div>SMS</div>
Customer Feeling What is the customer feeling?	<div>😞</div>	<div>😞</div>	<div>😊</div>	<div>😄</div>
Opportunities What could we improve or introduce?	<div>Increase the safety</div>	<div>Ensure safety reduced cost & training to co-workers</div>	<div>Increased accuracy & efficiency</div> <div>Reduced the risk</div>	<div>Increase in reputation & profit</div>