





CUSTOMER JOURNEY MAP

PHASES	MOTIVATION	INFORMATION GATHERING	ANALZES VARIOUS PRODUCT	CHOOSE THE MOST EFFICIENT PRODUCT	PAYMENT
ACTIONS	Wants to reduce the river contamination	Wants to choose an efficient product to monitor and prevent contamination	Other water quality testing systems	lot based sensor system (or) more efficient than classic system	After the product satisfaction
TOUCHPOINTS	Buy as feel excited	After installation,people no need to worry about water quality	User amuse by various products which are available	After getting this no need to worry about water contamination and water quality	After find the product worthy people will buy it
CUSTOMER FEELING					
CUSTOMER THOUGHTS	Customer thinks it will helpful for better status of river water	It will leads for longer time	Customer things alter solution will available	The product choosing will be easy and comfortable for them	They think the product will be user friendly
OPPORTUNITIES	The people get better quality of river water	Customer know about the process of the system	will aware about other products in the market	People will get knowledge about the product and differentiate which is best	People utilize the product