





CUSTOMER JOURNEY MAP

Date	09 October 2022
Team ID	PNT2022TMID28664
Project Name	VirtualEye - Life Guard For Swimming Pools To Detect Active Drowning
Max Marks	4 Marks

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?	<div>Assign life guards and train them for rescue purpose</div> <div>Rescue the drowning people from swimming pool</div>	<div>Detailed information about drowning</div> <div>Get the medical conditions about swimmers</div> <div>Drowning people will be detected without any delay</div>	<div>Immediate action is taken for recovery</div> <div>Drowning will be detected based on the swimmer's position</div> <div>Information is sent to the lifeguard through alarm</div> <div>Assist the lifeguard to rescue the swimmer</div>	<div>It is an additional level of safety</div> <div>Detection with high accuracy</div> <div>It is user friendly</div>
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>	<div>Help me to know the position of the swimmers</div> <div>Help me to notify the accident and to save everyone from drowning</div>	<div>Help me enjoy swimming without discomfort</div> <div>Help me install drowning detection system software</div> <div>Help me check the visual base monitor</div>	<div>Help me to know the features of system software</div> <div>Help me to avoid the fear of drowning</div> <div>Help me to get first aid assistance at the earliest</div> <div>Help me to know the further process of monitoring</div>	<div>Helps to identify the drowning person</div> <div>Helps to find the medical conditions</div> <div>Helps to find the exact position of swimmer</div>
Touchpoint What part of the service do they interact with?	<div>Information about the drowning</div>	<div>Alarm setup</div> <div>Install cameras</div> <div>Quick detection</div>	<div>People will be alerted by the notification</div> <div>Economical growth</div> <div>To predict the first detection process using vision monitor</div> <div>Ratio of drowning death can be reduced</div>	<div>Its unique than other detection software</div>
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?	<div>Introduce drowning detection system software to people.</div>	<div>Improve the accuracy of the drowning detection system.</div>	<div>Swimmer's position and location provided for better understanding.</div>	<div>Increase the safety of the children while swimming.</div>
Process ownership Who is in the lead on this?	<div>Swimming pool owners</div>	<div>Swimming pool owners</div>	<div>Swimming pool owners and Lifeguard</div>	<div>Lifeguard and swimmers</div>

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