

Project Design Phase-II

Customer Journey

Date	18 October 2022
Team ID	PNT2022TMID24189
Project Name	GAS LEAKAGE MONITORING AND ALERTING SYSTEM FOR INDUSTRIES
Maximum Marks	4 Marks

CUSTOMER JOURNEY										 People 2-8	 Time 30 min	 Difficulty Beginner										
Journey Steps	DISCOVERY		REGISTRATION		ONBOARDING & FIRST USE			SHARING														
Which step of the experience are you describing?	Why do they even start the journey?		Why would they trust us?		How can they feel successful?			Why would they invite others?														
Actions	Leakage of the gas is detected		Type of the gas leaked is detected		To share their contact details to reach them out!		To prioritise delivery		Check for well-functioning and faulty devices		Ensure all specifications are met		Testing the whole system before actual deployment		Check for authenticity		Test device before sharing					
What does the customer do? What information do they look for? What is their context?																						
Needs and Pains	Quick action after the gas detected		To prevent future disaster		To make them know how inevitable these machines are for the safety of their industries		To get to know completely about the device they're going to purchase		Expects seamless working experience		Achieve maintenance and long life of devices		Promote business		A way of helping the society							
What does the customer want to achieve or avoid?	Network Failure		Human Errors		Delivering uncertified product		Not being customer-friendly		Looks down on expensive and frequent reparations				Efforts going unrecognised									
Touchpoint	Through their IoT-connected devices, such as mobile phones and systems		Website		Website		App		Expos		A guided manual		Relevant hardware and software		Database management		Warnings and buzzers		Contractors		Visual demos	
What part of the service do they interact with?																						
Customer Feeling	Secured feeling		Happy about this discovery		Non-complex		Easy Process		Trustable		Confident equipment handling		Save people's lives.		Generate good revenue							
What is the customer feeling on this product?																						