

Customer Journey

CUSTOMER JOURNEY										People 2-9	Time 30 min	Difficulty Beginner
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 & 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?	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			
Needs and Pains What does the customer want to achieve or avoid ? 	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			
	Network Failure	Human Errors	Delivering uncertified product	Not being customer-friendly		Looks down on expensive and frequent repairs		Efforts going unrecognised				
Touchpoint What part of the service do they interact with ?	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			
Customer Feeling What is the customer feeling on this product ?	Secured feeling	Happy about this discovery	Non-complex	Easy Process	Trustable	Confident equipment handling		Save people's lives.	Generate good revenue			