



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

CUSTOMER JOURNEY MAP					
Date		20 October 2022			
Team ID		PNT2022TMID18102			
Project Name		Hazardous area monitoring for industrial powerplant powered by IoT			
 SCENARIO Browsing, booking, attending, and rating a local city tour	 Entice How does someone initially become aware of this process?	 Enter What do people experience as they begin the process?	 Engage In the core moments in the process, what happens?	 Exit What do people typically experience as the process finishes?	
 Steps What does the person (or group) typically experience?	<div><div>Senior setup</div><div>Set the sensors in appropriate position inside the industry</div></div> <div><div>Visit the websites</div><div>The customer have to open the app and set the temperature limit</div></div> <div><div>Worker details</div><div>Enter the worker's phone number for sending alert message</div></div>	<div><div>Worker's details for sending SMS</div><div>The phone number of all workers have to be entered in the database</div></div> <div><div>Set temperature limit</div><div>The customer can also to change the temperature limit according to the climate changes</div></div>	<div><div>Escape from accidents</div></div> <div><div>By the acknowledgment of SMS, the user can easily escape from the situations</div></div>	<div><div>At the end the temperature changes are monitored</div></div>	
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	<div><div>In the website, Customer able to see the current temperature of the industry</div></div> <div><div>User added worker details in the database is displayed</div></div>	<div><div>The current temperature is displayed</div></div> <div><div>The phone numbers of the workers are displayed for verification</div></div>	<div><div>The workers able to get the instant alert by SMS without any issue</div></div> <div><div>The user can easily change the temperature limit in the software without any difficulty</div></div>	<div><div>Temperature monitoring is done continuously and the temperature edge is updated in the system</div></div>	
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div><div>Measure the accurate temperature</div></div> <div><div>Send alert SMS to all workers to correct time</div></div>	<div><div>Help me to know about the current temperature of my workplace</div></div> <div><div>By sending SMS, I save my soul from the shocks, fire, accidents</div></div>	<div><div>Help me to do work in my workplace without any fear</div></div>	<div><div>At last the life of the workers are saved</div></div>	
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div><div>User friendly application</div></div> <div><div>The life of workers are saved from shocks, fire, accidents</div></div>	<div><div>Able to receive the alert SMS on time</div></div> <div><div>Able to change the temperature limit according to the climate changes of the workplace</div></div>	<div><div>Instant message services is implemented</div></div> <div><div>When our products introduced in market, most of the industries were get welfare from our products</div></div>	<div><div>The workers feel free to work in the industry without any fear</div></div>	
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div><div>When the phone number of workers is not enter correctly, then will lead to not SMS in the system on time</div></div>	<div><div>The phone number should be checked periodically, otherwise the message is not received by the workers</div></div>	<div><div>If it implemented efficiently, only when the sensors are fixed in an correct location in the industry</div></div>	<div><div>The user can able to handle the IoT device only when they have knowledge about that</div></div>	
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div><div>The database providing the phone numbers of the workers have to be checked periodically</div></div> <div><div>To use high configured network protocol to avoid numbers of sending SMS</div></div>		<div><div>Implementers should be check on that it can update accurate temperature to the each devices</div></div>	<div><div>Connection between the cloud and IoT devices should be in efficient manner</div></div>	