

CUSTOMER JOURNEY MAP

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