






Customer Journey Map

PHASES	Motivation	Parameters Checking	Alerts the authorit -ies	Notification sent to public	Feedback
Actions	Monitors the temperature and pH of river water	Detects the level of the temperature and pH	Notifies the authorities with the detected levels.	Also notifies the public through SMS to registered number.	Given as rating to the authority.
Touchpoints	The customers feel excited	After installation, the corporation don't need to monitor.	The public no need to be concerned about toxic water	After this, public will be given healthy water to drink.	Best and can be trustful.
Customer Feeling					
Emotions	Motivated to be healthy with non-toxic water.	Corporation feels it will take longer duration.	Satisfied because of healthy culture.	Feel relieved to drink non-toxic water.	User Friendly.
Overall Experiences	Excellent	Average	Good	Good	Very good