


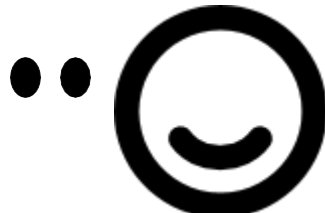



CUSTOMER JOURNEY MAP

PHASES	MOTIVATION	INFORMATION GATHERING	ANALYZES VARIOUS PRODUCTS	CHOOSES THE MOST EFFICIENT PRODUCT	PAYMENT
ACTIONS	wants to maintain the quality of river water	wants to choose an efficient device for maintaining water quality	other available meters are colorimeters, MINARS and test strips	MINARS and GEMS are more efficient compared to test strips	Quality of river water is good
TOUCHPOINTS	The people feel satisfied	After setup, the people need not worry much about the quality of water	The user amuse by the various types of meters available	After getting this the people won't get any water borne disease.	After metres are introduced, the people feel healthy.
CUSTOMER FEELING					
CUSTOMER THOUGHTS	Customer thinks it is neccessary for their life	Customer thinks they can lead a healthy life.	Customer thinks alter solution for their problem	The meter choosing will be easy and comfortable for them	They think the meter will be user friendly
OPPORTUNITIES	The customer gets the better quality water	The customer known about the process of the meter	The customer will be aware of all the meter and devices available	The customer comes to know which device is best.	The customer will be healthy and satisfied