CUSTOMER JOURNEY MAP
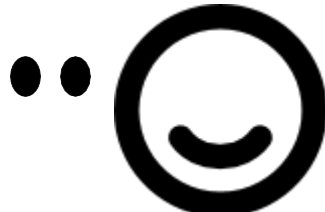
PHASES	MOTIVATION	INFORMATION GATHERING	ANALYZES VARIOUS PRODUCTS	CHOOSES THE MOST EFFICIENT PRODUCT	PAYMENT
ACTIONS	wants to maintain the quality of river water	wants to choose an efficient device for maintaining water quality	other available meters are colorimeters,photometers and test strips	colorimeters,photometers are more efficient compared to test strips	After the quality is good
TOUCHPOINTS	The buyers feel satisfied	After setup, the villagers need not worry much about the quality of water	The user amuse by the various types of meters available	After getting this the villagers won't get any unhealthy water issues.	After metres are introduced,the users feel safe and secure
CUSTOMER FEELING	﹅◡	✕✕	﹅◡	﹅◡	﹅◡
CUSTOMER THOUGHTS	Customer thinks it will helpful for their daily life	Customer thinks it will leads 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 other meter and devices	The customer comes to know which meter and devices is best one	The customer will be happy and satisfied