





PROJECT DESIGN PHASE - II

Customer Journey

BATCH	B12-6A2E
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PROJECT	Gas Leakage Monitoring & Alerting System for Industries

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div>Detecting the leakage of gas</div>	<div>To fill up their information in the application/ website for registering</div>	<div>To connect the device with the system/ mobile</div> <div>And also to check the efficiency of device</div>	<div>When they get fulfilled with the product, they can recommend to other industrialists</div>
Needs and Pains What does the customer want to achieve or avoid?	<div>To avoid leakage of gas</div> <div>To decrease the disasters caused by the leakage of toxic gases</div>	<div>To have enough knowledge on using the devices</div>	<div>Workers have to check it regularly and work according to the procedures</div>	<div>If they have more contacts, they could share the experience of the product to them</div>
Touchpoint What part of the service do they interact with?	<div>Through their mobiles and systems which is connected with the device through IoT</div>	<div>Website</div> <div>Mobile app</div> <div>In-store employees</div>	<div>Speakers</div> <div>Video demos</div> <div>Mobile notifications</div> <div>Mobile/ PC</div>	<div>Social media</div> <div>Newspapers</div> <div>Sponsorship and collaborations</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Process ownership Who is in the lead on this?	<div>Industrialists</div>	<div>Industrialists</div>	<div>Workers / Industrialists</div>	<div>Industrialists</div>