Customer Journey Map

Team ID:PNT2022TMID09849

Project Name: Gas Leakage monitoring and alerting System for industries using IOT

SCENARIO	Entice	Enter	Engage	Exit	Extend
Monitoring and Alerting Industries - Gas Leakage Detection	**Entice** — How does someone initially become aware of this process?	**Enter** — What do people experience as they begin the process?	**Engage** — In the core moments in the process, what happens?	**Exit** — What do people typically experience as the process finishes?	**Extend** — What happens after the experience is over?

Steps
What does the person (or group) typically experience?

	Entice	Enter	Engage	Exit	Extend
	News about Industrial Accidents — The user feels insecure so looks out for a solution	Request demo of the product/service — The user requests to view the demo of the service / product.	RealTime Monitoring — The user gets access to realtime monitoring of the gas leakage detection system.	History of events — The gas leakage data gets stored in the database and updated in monitoring system.	Past Incidents — The incident gets stored in past data of the system
	Awareness — Eager to implement the precautionary measures	Payment — The user pays the service provider.	Detect Gas Leakage — The gas sensors detect the gas leakage.	Review — After the incident, the user reviews the system.	Service Reminders — The user gets notified about service reminders for the product.
	Information from other Industrial Friends — The user gets suggestions from other industrial friends.	Authentication & Authorization Access — The user authorizes himself to access the dashboard & provides proper access rights to others.	Alarming System — The Alarm System gets triggered.	Safety Check — The user asks the service provider to safety check the working condition of the product incase of any damage.	
		Complete Installation — The customer asks for complete installation of the service / product	The user gets notified. — A system generated message notification is sent to the user.		
			Gas Valve Closing — An actuator is used to close the gas valves.		
			Ventilation — Exhaust fans are turned on to disperse the gas.		

Interactions
What interactions do they have at each step along the way?
- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

	Entice	Enter	Engage	Exit	Extend
	Employees and Public users	Recorded / Live demo of the product is displayed to the customer.	Gas Leakage tends to start from unmanned specific locations.	Dashboard updated with incident information.	Past Incidents data is stored.
	Industries working with Inflammable gas	Payment on delivery of product/ after installation is done.	Realtime monitoring of status of the sensors.	Request from service provider to analyze the cause of gas leakage.	Recommendation for increased safety measures.
	Social Media Advert	Installation of gas sensors at specific locations is done.	Full control of sensor by the authorized users.	Request from service provider to check the sensor status.	
		Installation of alarming system is done.	Alarming for industrial workers to notify about gas leakage.	Review request from the service provider.	
			Gas Leakage can occur due to damage of valves due to excess heat or pressure.		

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

	Entice	Enter	Engage	Exit	Extend
	Prevent Gas Leakage	Help to assure about the industry safety	Help me to feel confident about the alerting system.	Help me to feel grateful to the gas leakage detection system.	Help me see the past gas leakage incidents.
	Avoid Fire accident	Help to assure about the workers safety	Help me to feel good about the gas leakage detection system	Help me spread the word about the gas leakage detection system.	Help me see which area must be monitored carefully.
	Help to notify about gas leakage.	Help to feel safe and secure.	Help me to feel good & secure about the realtime monitoring of the gas leakage detection system.		
		Help me to feel reliable about the service provided.			

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

	Entice	Enter	Engage	Exit	Extend
	Its comfortable to use the Realtime Monitoring System.	Feel safe and secure.	Our Product tend to be so reliable that people reassure it.	People feel secure and happy.	People like safety measure recommendations.
	Graphical Representation of industrial parameters are exciting to see.	Feel reliable.	People feel reliable on our product because of high safety rating.	People look back at the past events inorder to increase safety measure.	
	It's reassuring to read past customers.	Satisfied with services provided.			

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

	Entice	Enter	Engage	Exit	Extend
	Cost	Trepidation about the product purchase.	Feel of false alarm.	No Faster response to gas leakage.	
	Fear of commitment on a service provider.	Trepidation about the product purchase.	Worried about the safety of workers.	More efficient methods to prevent gas leakages.	
	People express a bit of fear.		Fear of fire accidents.	More efficient methods to save workers from fire accidents.	

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

	Entice	Enter	Engage	Exit	Extend
	Attractive Adverts	Show highlights and safety cerfications of the product.	Faster and understandable notification system.	How to totally eliminate the chances for fire accidents?	How to help people store and review the past incident data?
	Provide simpler summary about product.			How to assist the users after the gas leakage incident?	How to extend the connection with the user and gain new customers?
	Show highlights and safety cerfications of the product.				