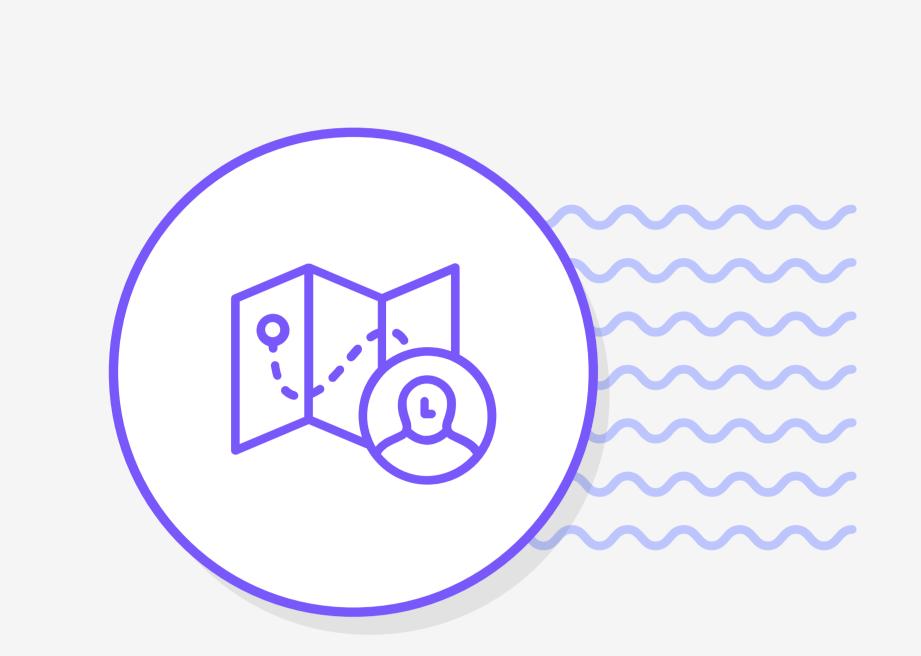
## PROJECT DESIGN PHASE-II CUSTOMER JOURNEY MAP

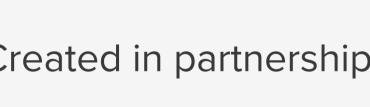
DATE	09 november
TEAMID	PNT2022TMID05331
PROJECT	SMART WASTE MANAGEMENT FOR METROPOLITAN CITIES



## Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.





Document an existing experience Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows. SMART WASTE MANAGEMENT FOR METROPOLITAN CITIES ANALYSIS OF WASTE LEVEL **MEASURES TAKEN** EFFECTS FOR PEOPLE SEPARATION OF WASTE How does someone What happens after the What do people In the core moments initially become aware of this process? experience is over? experience as they begin the process? in the process, what garbage collection is a form of static analysis What does the person (or group) typically experience? Interactions Identify the sectors to be reviewed. . Recruit and inform participants What interactions do they have at People: Who do they see or talk to? Send wet
waste out
of your
home daily. Places: Where are they? Things: What digital touchpoints or physical objects would they use? Goals & motivations