Customer Journey Map

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Team ID	PNT2022TMID15074
Project Name	Real-time River Water Quality Monitoring and Control System

This is the journey of a Local Authority	Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey? To know the quality of water to prevent disease and dead	Registration Why would they trust us? We provide accurate and correct measurement of water quality	Onboarding and First Use How can they feel successful? When any contamination in water bodies is reported immediately and saves life	Sharing Why would they invite others? To make others also aware of the quality of water in their locality	What changes for them? Outcome
Local Authority is a person who represent his/her locality people about the quality of the water, if the water is contaminated they protect the people from drinking it. hat are their key goals and needs?	Actions What does the customer do? What information do they look for? What is their context?	They consume the water not knowing the quality of water	They access the application to know the quality of the water They access the application from a remote location	They are warmed spread of immediately if water disease the water is contaminated life.	When a locality So, they share the application contaminated they are warned and prevented So., they share the application with other locality to get benefited	Describe how the life and environment of the customer changes once they used the product service. What are they able to do now?
periodical accurate and remote access status about correct and covering the quality prediction of all locality of water water quality water bodies water do they struggle with most?	Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person norrator.	All people should contaminated be healthy water may consuming good quality water and even death	Using this app Most of the they can know people are not the water aware of quality easily presence of such app	Automatic sms Costly alert is made if installation in water is a local water contaminated body	People share their not available experience of for all remote being water bodies benefited	Access the application quality of from remote locations single click What can they finally avoid doing?
parameters hardware sensors to the water quality water quality water quality at tasks do they have?	Opportunities What could we improve or introduce?	Spread awareness about importance of water quality	Easy and simple UI for all people to access	enhanced method of alert to all people	sharing the application through social media	Prevent Avoid Accessed remotely water consuming diseases and contaminate death of life d water Avoid remotely which avoid travel to specific plan What changed in my environment?
collect make people prevent any nformation aware about disastraous about local the water event from later bodies quality happening	Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	•			6	Mode of Using of high Automati access by quality SMS alert people (UI) sensors generate
	Touchpoint What part of the service do they interact with?	Real Water	Web User Interface	SMS alert	E-mail	