**PROJECT DESIGN PHASE 2**

**CUSTOMER JOURNEY**

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| **DATE** | **21 SEPTEMBER 2022** |
| **TEAM ID** | **PNT2022TMID05290** |
| **PROJECT NAME** | **SMART WASTE MANAGEMENT IN METROPOLITAN CITIES** |

# Entice

**SCENARIO**

**Browsing, booking, attending, and rating a local city tour**

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?



## Steps

**By detecting the trash bin it gives information to the municipal corporation**

**If the garbage pins overflow the sensor alerts the garbage collectors**

**Smart garbage system prevents the accumulation of wastes after the bin has reached a exceeding limit**

**Write a goal of the project**

What does the person (or group) typically experience?

## Interactions

**Segregating the Bio-degradable waste and Non Bio-degradable waste**

**Preventing the garbage waste contamination**

**Garbage level monitoring**

**Write a need you want to meet**

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?

**Happy**

## Goals & motivations

**Eco friendly**

**Gratified**

**Write an Emotion you expect the customer to have**

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

## Positive moments

**The cost of the moisture sensors**

**Higher Authorities**

**The unpredictable of the sensors**

**Write a potential challenge to your objective**

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

## Negative moments

**Prevents the addition man / machine power to segregate wastes**

**Prevents the spread of diseases by avoiding overflow of garbage**

**Reduce the unwanted garbage collection**

**Smart garbage system can prevent the contamination of waste in and around the bin**

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

**Provide a simple tutorial to understand its working**

## Areas of opportunity

**Alert message were sent through app**

**Interaction between public and local municipal bodies**

**Implement larger scale of project**

How might we make each step

better? What ideas do we have? What have others suggested?