

Project Design Phase-II

Customer Journey

Date	15 th November 2022
Team ID	PNT2022TMID05386
Project Name	GAS LEAKAGE MONITORING AND ALERTING SYSTEM FOR INDUSTRIES
Mark	4 MARK

CUSTOMER JOURNEY.....										 People 3-5	 Time 30 min	 Difficulty Beginner
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 & 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?	Leakage of the gas is detected Type of the gas leaked is detected		To share their contact details to reach them out! To prioritise delivery		Check for well-functioning and faulty devices Ensure all specifications are met Testing the whole system before actual deployment			Check for authenticity Test device before sharing				
Needs and Pains What does the customer want to achieve or avoid ?	Quick action after the gas detected To prevent future disaster		To make them know how trustworthy their machines are for the safety of their industries To get to know completely about the device they're going to purchase		Experts seamless working experience Achieve maintenance and long life of devices			Promote business A way of helping the society				
	Network Failure Human Errors		Delivering uncertified product Not being customer-friendly		Looks down on expensive and frequent reparations			Efforts going unrecognised				
Touchpoint What part of the service do they interact with ?	Through their IOT-connected devices, such as mobile phones and systems Website		Website App Expos			A guided manual Relevant hardware and software Database management Warnings and buzzers			Contractors Visual demos			
Customer Feeling What is the customer feeling on this product ?	Secured feeling Happy about this discovery		Non-complex Easy Process		Trustable Confident equipment handling			Save people's lives. Generate good revenue				