

# Customer Journey map

## Phases

High-level steps your user needs to accomplish from start to finish

Reason to buy

REGISTRATION

ONBOARDING AND FIRST USE

SHARING

## Steps

Detailed actions your user has to perform

For better safety for the users or to improve the quality of water

Providing improved quality of service

Location with increased water quality are given

Water wastage can be avoided after analysing the output

After meters are introduced the user feel safe and secure

## Feelings

What your user might be thinking and feeling at the moment



Customer thinks it will leads healthy life

The user amuse by the various types of meters available

Notifies the authorities with the detected levels

Ensure the QoS



Nervous incase of hardware failure

Worry about troubleshooting

Produce life durability

Nervous about security related issues

## Pain points

Problems your user runs into

To avoid disease caused due to poor quality of water

To save our time which is being wasted during manual processing

Customer thinks alter solution for their problem

Help people become conscious against using contaminated water as well as stop polluting water

Take measures to create a awareness to stop polluting water after being analysed

## Opportunities

Potential improvements or enhancements to the experience

By improving the metrics of quality and quantity of already existing water bodies in local area

Assuring the durability of the system and cost effective implementations

Decreasing the infections by increasing the water quality

Increase the number of awareness programs conducted by the officials and promote it through advertisement