

PROJECT-1ST

**(“Product design thinking framework-
Quantum University -Batch No:01 -
Project - Imagine you are a new
entrepreneur aspiring to,
Develop a mobile application to track
construction site labour movement
and ensure the presence of PPE kits
for safety within designated safety
zones.**

**Task : Create a business model canvas of design
thinking for the above problem / Prepare a UI
template using a Figma tool / Create a customer
journey map for the given problem”)**

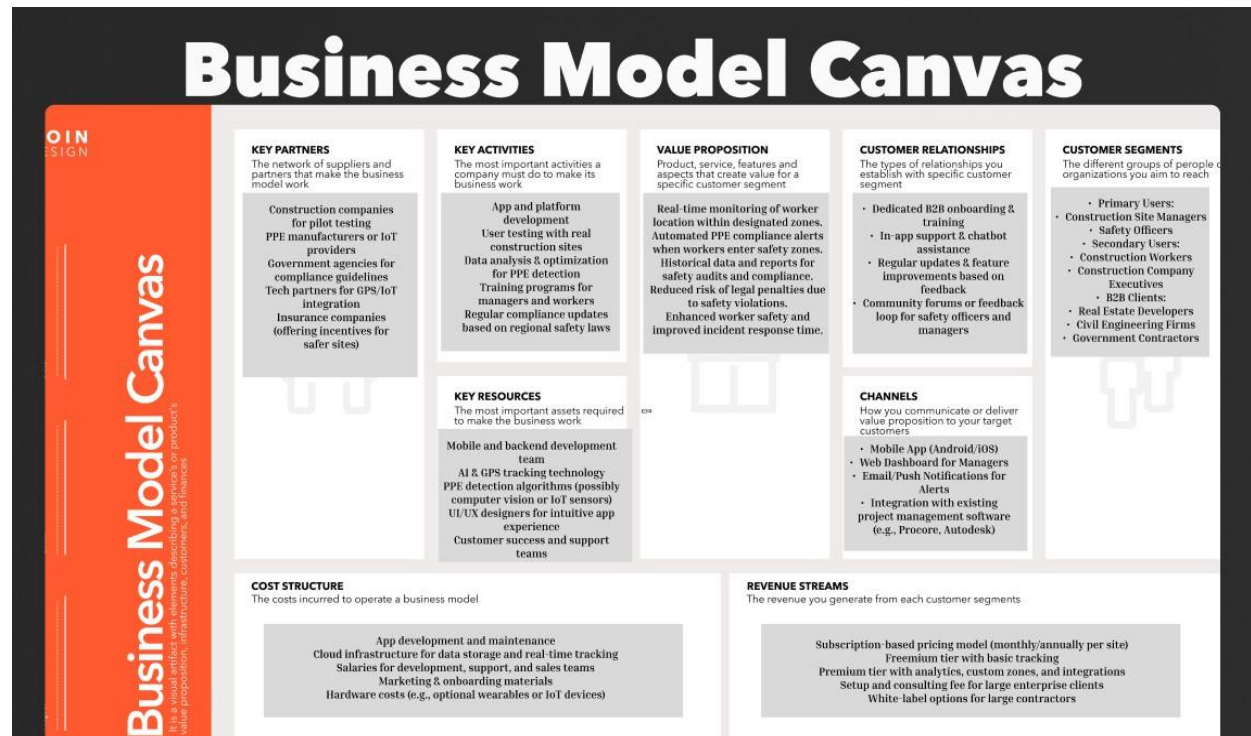
Group Members :

- 1. Sibul Ali**
- 2. Jasraj Singh**
- 3. Abhay Yadav**
- 4. Abhishek kumar**

• Task 1: Create a business model canvas of design thinking for the above problem.

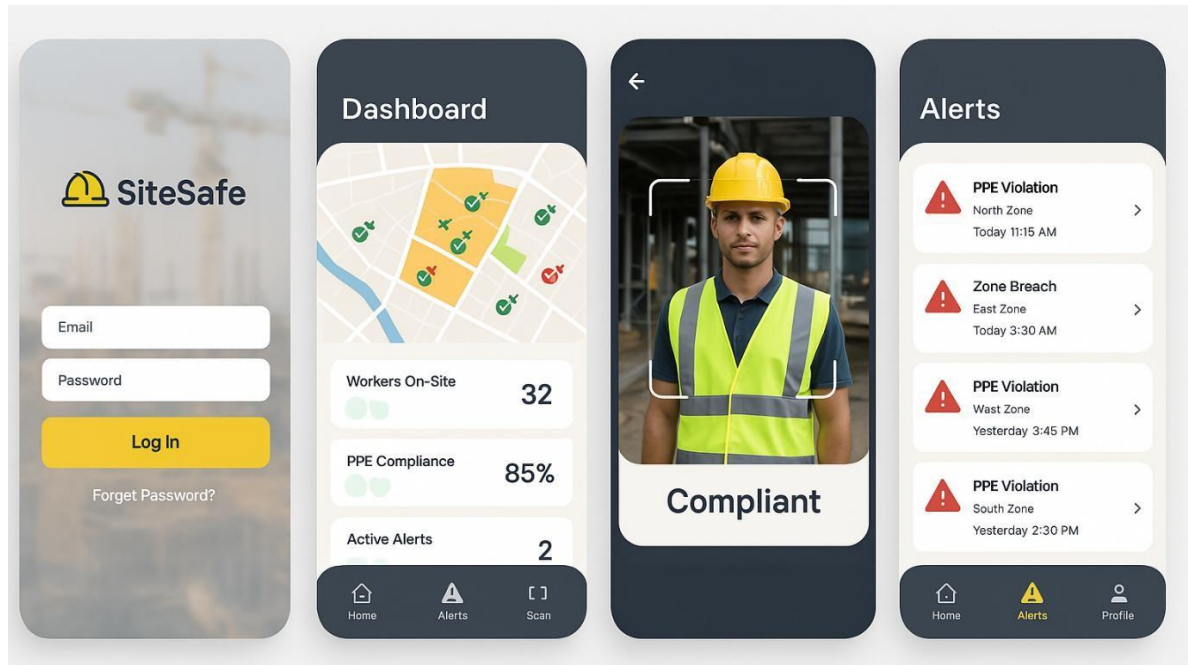
Please refer to the following figma link:

[https://www.figma.com/design/kkMdSNOxGdIFvW9hWHMpY2/Business-Model-Canvas- \(Community\)?node-id=2-3&t=mz1BQmzrHILKUloP-1](https://www.figma.com/design/kkMdSNOxGdIFvW9hWHMpY2/Business-Model-Canvas- (Community)?node-id=2-3&t=mz1BQmzrHILKUloP-1)



● Task 2: Prepare a UI template using a Figma tool.

UI Design of the application:



● Task 3: Create a customer journey map for the given problem.

USER JOURNEY MAP

- Create a journey map based on observations, interviews or persona work, or co-create it with your user.
- Use this template to think about the steps or milestones of a process or experience and how each one of these impacts your user.

JOURNEY NAME & DESCRIPTION

User Journey Map for Construction Site Labour & PPE Tracking App

This journey outlines the user experience for a site supervisor using a mobile application designed to monitor construction site labourers, track movement across designated zones, and ensure PPE compliance for improved safety and regulation adherence.

EARLY INSIGHTS

- What do you believe this tells us about what matters to people?
- Why do you think these things are happening?

"I wonder if this means that _____ (persona / character) wants _____ (action/situation) because _____ (aim, need, outcome) but _____ (restriction, obstacle, friction)."

PHASES	Phase 1: Awareness	Phase 2: Research & Comparison	Phase 3: Evaluation & Selection	Phase 4: Purchase & Delivery	Phase 5: Initial Setup	Phase 6: Learning Features	Phase 7: Daily Use & Integration	Phase 8: Troubleshooting & Support	Phase 9: Review & Feedback	Phase 10: Continued Use & Advocacy
DOING The key steps or milestones that make up the journey	Learns about safety tracking app.	Explores features, watches demos	Talks to decision makers, tries free trial	Installs app, sets up basic account	Adds workers, defines zones, PPE rules	Tests alert systems, reviews dashboards	Uses app daily for monitoring & compliance	Resolves alert issues, learns advanced tools	Submits feedback, checks for new features	Refers app, shares experience online
TOUCHPOINT What part of the service do they interact with?	Social media, safety blogs, peers	Website, YouTube, webinars	Free trial, app store, emails	App download, welcome email, tutorials	Dashboard, QR/PPE scanner setup guides	In-app feature guides, sample reports	Real-time alerts, app dashboard	FAQs, chat support, knowledge base	Feedback forms, newsletters	Social media, review platforms, peers
THINKING What is going through the user's mind?	"Can this reduce penalties?"	"Is it easy to use and reliable?"	"Should we test this on a small site?"	"How hard is onboarding?"	"Can we trust the data it gives?"	"Let's try PPE alerts and zone limits."	"It's working! Let's monitor more sites."	"Why did this alert trigger?"	"How can we improve usage further?"	"This tool should be industry standard!"
FEELING Emotional journey (use icons & illustrations from the Library)	<div> <div>POSITIVE</div> <div>Curious but unsure.</div> </div> <div> <div>NEGATIVE</div> <div></div> </div>	<div> <div>POSITIVE</div> <div>Interested but skeptical.</div> </div> <div> <div>NEGATIVE</div> <div></div> </div>	<div> <div>POSITIVE</div> <div>Conflicted but leaning towards buying.</div> </div> <div> <div>NEGATIVE</div> <div></div> </div>	<div> <div>POSITIVE</div> <div>Excited but slightly anxious.</div> </div> <div> <div>NEGATIVE</div> <div></div> </div>	<div> <div>POSITIVE</div> <div>Excited and engaged.</div> </div> <div> <div>NEGATIVE</div> <div></div> </div>	<div> <div>POSITIVE</div> <div>Impressed but testing.</div> </div> <div> <div>NEGATIVE</div> <div></div> </div>	<div> <div>POSITIVE</div> <div>Comfortable and engaged.</div> </div> <div> <div>NEGATIVE</div> <div></div> </div>	<div> <div>POSITIVE</div> <div>Slightly frustrated but hopeful.</div> </div> <div> <div>NEGATIVE</div> <div></div> </div>	<div> <div>POSITIVE</div> <div>Satisfied and impressed.</div> </div> <div> <div>NEGATIVE</div> <div></div> </div>	<div> <div>POSITIVE</div> <div>Happy and loyal to the product.</div> </div> <div> <div>NEGATIVE</div> <div></div> </div>