

Customer Journey Map for a Mobile SMS App for Smart Water Leakage Alerts

	Awareness	Consideration	Onboarding Stage	Active Usage Stage	Problem Resolve Stage	Feedback	
Customer goal	Recognize the need for a water leakage monitoring solution	<ul style="list-style-type: none">Evaluate whether the app meets their needs.	Successfully set up and integrate the app with their smart water infrastructure.	<ul style="list-style-type: none">Receive timely and accurate alerts about water leakage issues.	<ul style="list-style-type: none">Resolve water leakage issues effectively.	<ul style="list-style-type: none">Share feedback and advocate for the app if satisfied.	
Touchpoints	<ul style="list-style-type: none">Ads on social media and websites.Word of mouth from current users or smart infrastructure owners.Educational content (e.g., videos or blogs on water conservation and leakage prevention).	<ul style="list-style-type: none">App store listing with detailed features and benefits.Website with FAQs and testimonials.Customer support for pre-purchase queries.	<ul style="list-style-type: none">User-friendly app installation and setup guide.Tutorials or in-app walkthroughs.Customer support for technical assistance.	<ul style="list-style-type: none">SMS alerts with clear details about the issue (time, location, severity).Push notifications for app users.In-app dashboard for historical data and trends.	<ul style="list-style-type: none">Detailed SMS or in-app messages with repair instructions.Customer support for troubleshooting.Integration with service providers for quick response.	<ul style="list-style-type: none">In-app feedback form.Post-resolution follow-up messages.Social media engagement campaigns.	
Painpoints	<ul style="list-style-type: none">Limited knowledge about smart water leakage solutions.Concerns about the complexity of adopting new technology.	<ul style="list-style-type: none">Confusion about compatibility with existing systems.Doubts about the reliability and accuracy of alerts.	<ul style="list-style-type: none">Difficulty understanding sensor integration or network setup.Delays in setup due to lack of guidance.	<ul style="list-style-type: none">Potential false alerts causing unnecessary panic.Limited information in alerts requiring further investigation.	<ul style="list-style-type: none">Difficulty finding reliable repair services.Delays in addressing leaks due to lack of actionable information.	<ul style="list-style-type: none">Lack of a structured feedback mechanism.Feeling that suggestions are ignored.	
Opportunites	<ul style="list-style-type: none">Create compelling case studies and demos showcasing the app's benefits.Emphasize environmental and cost-saving impacts.	<ul style="list-style-type: none">Provide clear, concise explanations of system requirements.Offer free trials or a demo version.	<ul style="list-style-type: none">Simplify the setup process with QR codes or automated sensor pairing.Offer a 24/7 support chat or video guides.	<ul style="list-style-type: none">Implement machine learning to reduce false positives.Provide actionable insights, e.g., repair suggestions or contact details for professionals.	<ul style="list-style-type: none">Partner with local service providers for direct bookings through the app.Offer real-time monitoring during repairs to confirm resolution.	<ul style="list-style-type: none">Highlight user stories and testimonials.Incentivize referrals with discounts or rewards.	

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