

customer journey map



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saanvi

Scenario

"Detecting and Resolving a Water Leak at Home"
 - A homeowner notices water damage or receives an alert from a detection system
 - They investigate and diagnose the leak's source and severity
 - The homeowner or a plumber resolves the issue
 - The homeowner verifies the fix and provides feedback (if using a detection system)

Expectations

- Homeowner's Expectations:
 - Early detection
 - Minimal damage
 - Cost-effective
- Water Leak Detection System's Expectations:
 - Accuracy
 - Ease of use
 - Integration

	customer actions	Touch points	pain points	postivie experiences
Awareness	- Learns about the app via ads or municipality campaigns.	-Social media, municipality websites	-Limited awareness of such technology.	-Clear benefits like saving water are appealing.
consideration	- Researches app features, reads testimonials, and checks reviews.	• Website, customer testimonials	• Concerns about compatibility and setup cost.	• Informative website builds trust and confidence.
on boarding and usage	- Downloads app, registers, and connects sensors.	Mobile app, technical support team	Complexity in initial installation.	Easy-to-follow guides simplify the process.
	- Monitors real-time alerts for leaks and takes actions as required.	SMS notifications , app dashboard	False alerts or delayed notifications.	Instant alerts save time and reduce water loss.
Feedback	. Reports bugs or suggests improvements via the app.	-In-app feedback form , support email/chat	-Response times from support can be slow.	-Responsive customer support builds loyalty.