

Critical Thinking,Desing Thinking,Leadership and Framework

Task 3: A customer journey map for the problem.

Stage	Customer Actions	Thoughts & Feelings	Pain Points	Opportunities/Improvements
 1. AWARENESS	Notices frequent, unexplained increases in water bills or water loss	“Something is wrong with our water system but I can't figure out where or when.”	No visibility into leaks manual checks take time	Provide awareness campaigns, infographics, demo videos
 2. RESEARCH	Searches online or contacts vendors for water monitoring solutions	“I need a reliable and cost-effective way to monitor/leaks in real-time”	Concerns about accuracy, location tracking, cost	Highlight easy-to-understand brochures, simple demo app
 3. DECISION	Compares your SMS alert with competitors	“This seems simple. SMS is something everyone can receive.”	Setup complexity, need for technical support	Provide easy app setup guide, customer support & onboarding
 5. USAGE	Installs sensors and sets up SMS alert-platform	“Got it! A leak near Tank 3 at 2:32 PM. I'll dispatch maintenance immediately.”	Risk of false alarms or delayed messages	Provide easy app setup guide, customer support & onboarding log
 6. RESOLUTION	Takes quick action and fixes the issue thanks to the alert	“This alert system really helped us respond fast and save water.”	Add optional issue log/report feature	Set up feedback loop, offer alert customization (e.g. severity levels)
	Provides feedback to your team or	“I want to suggest adding voice alert”	Add optional issue log/	Build loyalty with dashboards.