

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	travelling along the national and state highway Advertisement and news in the media Visiting app or website	The website, the sign board and an accordingly details about the weather, traffic density will be known by the drivers	The system help in decreasing the traffic rate This system help in assisting the driver on the consumer to help in redirecting in case of the traffic	This product can be repaired by road authorities that it would be highly secure and the data provided would not get lost To have safe and secure journey drivers must be motivated to follow the Signs from the board
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	To avoid accidents due to high speeding There are many life lost due to the unawareness of the drivers about the educational institutions and hospitals around the area	The product provides exact locations of educational institution and the hospitals Essentials numbers are displayed on the smart board	The government will handle an emergency where the zone timing speed limit will be set up by the government user The webpage will have an interface where if there is any accident it will inform to the server and necessary actions would be taken	It is shared among the road management who would monitor the condition of the road and make the changes accordingly in the sign board
Touchpoint What part of the service do they interact with?	The service would be directly handed over the National highway authority of India	Webapplication	Digital Sign Boards Sensors Cloud Servers	Recommending the advertising companies to explain the information about the service given
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😞	😞	🐼	🧑🏻‍🚀
Backstage				
Opportunities What could we improve or introduce?	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by improving	Increase/decrease a leading metric by
Process ownership Who is in the lead on this?	GOVERNMENT AND NATIONAL HIGHWAY AUTHORITY	BY THE DRIVERS	WEATHER CHANGES AND THE DRIVER MENTAL HEALTH	DRIVERS WHO ARE CONSTANTLY HAVE AN IDEA OF SEEING THE MEDIA