

## Project Design Phase-II

### Customer journey map

|               |  |
|---------------|--|
| Date          | 22 October 2022  |
| Team ID       | PNT2022TMID03169   |
| Project Name  | Project – Signs with smart connectivity for better road safety |
| Maximum Marks | 4 Marks  |

### Reference link:

<https://app.mural.co/invitation/mural/rsworkspace3113/1663336861920?sender=u617c2a5ea326f4c07b2a0274&key=8b6e1b17-3d34-4a77-8ace-7a8a8018a7de>

| Journey Steps<br>Which step of experience are you describing?   | Discovery<br>Why do they even start the journey?   | Registration<br>Why would they trust us?  | Onboarding and First Use<br>How can they feel successful?                              | Sharing<br>Why would they invite others?                                       |
|---|--|---|--|--|
| <b>Action</b><br>What does the customer do?<br>What information do they look for?<br>What is their context?                                   | For better safety on the road for the users  | Provide quality of service by improving security  | Reducing the accidents every year  | To avoid accidents and provide safety measures                                 |
| <b>Needs and plans</b><br>What does the customer want to achieve or avoid?<br>Tip: Reduce ambiguity, e.g. by using the first person narrator. | To save our time in the traffic while travelling<br>To avoid accidents due to high speed and weather conditions                        | Buildings, institutions such as health care centers, hospitals, hotels are very important<br>As per the recent reports the rate of accidents is reduced | The head who are maintaining the interface are responsible in providing service faster | The officials has to take necessary measures in implementing the sign boards   |
| <b>Touchpoint</b><br>What part of the service do they interact with?  | They interact with government officials, users and all the officials, users and all the officials who are in charge of traffic control | Web app or user interface   | Smart sign boards with the traffic signs<br>Temperature sensor is used                 | Advertisements are used as marketing strategies<br>Awareness are given by head |
| <b>Customer Feeling</b><br>What is the customer feeling?<br>Tip: Use the <b>emoji app</b> to express more emotions.                           | 🤔  | 😊   | 😊  | 😊  |
| <b>Backstage</b>  |  |   |  |  |
| <b>Opportunities</b><br>What could we improve or introduce?   | By improving the quality of already existing road signs  | Improving easy understandability and finding new methods  | Decreasethe mistakes in user interface   | Increase the number of awareness programs to avoid traffic                     |
| <b>Process ownership</b><br>Who is in lead on this?   | Govt officials are responsible for traffic   | Officers and users  | Government officers, users   | Users in the social media  |