



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with



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SIGNS WITH SMART CONNECTIVITY FOR BETTER ROAD SAFETY

Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	When drivers look for instruction on the road Incase of traffic weather conditions When they run out of gas	Convenience Increased safety Situational awareness comfort	drivers are able to adjust speeds drivers know distance to closest gas stations Drivers are more aware when they are in a school region Driving is safer as speeds are adjusted for different weather conditions	Roads are safer Accidents are reduced Students are safer Drivers are aware of weather conditions	Billboards can be modified to be smart run ads during vehicle tyre air pressure check
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Signboards which dynamically update near signals near school roads at all road junctions	drivers are able to see info on the boards no particular touchpoints pedestrians can request stops	The change in speeds make drivers can request distanc eto gas station students and drivers can get info	Roads are safer reduced	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me reach my destination faster Help me avoid traffic driver help me be a safer driver help me find the nearest gas station	Help me reach my destination faster Help me save my time help me be safer	Help me be satisfied with the roads Help me relax during commuting	Help me reach my destination faster	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	reached destination earlier hassle free convenience	convenience	commuting time stress of traffic reduced	saved time satisfaction	prefer to use roads with this system deployed
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	hesitation to new tech	difficulty learning the tech			
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Running ads car checkups	can get tyre air pressure check	checkup done for free safety assurance	convenience of not even getting out of car	prefernce to use roads with this system deployed