

**Project Design Phase-II
Customer Journey Map**

Date	18 October 2022
Team ID	PNT2022TMID00141
Project Name	Project – Traffic and Capacity Analytics for Major Ports.

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Login How do they enter to use?	Onboarding and First Use How can they feel successful?
Actions What does the customer do? What information do they look for? What is their context?	<div data-bbox="696 355 797 456">Views the traffic and capacity details of the ports</div>	<div data-bbox="1099 355 1200 456">Choose user type</div> <div data-bbox="1256 355 1357 456">Enter into the dashboard</div>	<div data-bbox="1496 355 1597 456">Explore the dashboard options</div> <div data-bbox="1641 355 1742 456">Use filters to customize the view of traffic at ports</div> <div data-bbox="1787 355 1888 456">Check delays due to traffic</div> <div data-bbox="1933 355 2033 456">Track status of rails in the ports</div>
Needs and Pains What does the customer want to achieve or avoid?	<div data-bbox="622 555 723 655">I want to view rail traffic status at each port</div> <div data-bbox="768 555 869 655">Will I get properly predicted congestion?</div>	<div data-bbox="1025 555 1126 655">I get specialised options to work on</div> <div data-bbox="1171 555 1272 655">I don't give up any personal data</div> <div data-bbox="1317 555 1417 655">I worry about having to pay before trying</div>	<div data-bbox="1496 555 1597 655">I can handle the transportation of rails across the ports smoothly</div> <div data-bbox="1641 555 1742 655">I can predict traffic and avoid congestion in future</div> <div data-bbox="1787 555 1888 655">I can track capacity and status of rails at each port</div> <div data-bbox="1933 555 2033 655">I want some plots to be described in detail</div>
Touchpoint What part of the service do they interact with?	<div data-bbox="544 722 730 823">Government portal</div> <div data-bbox="763 722 949 823">Organization portal</div>	<div data-bbox="1167 730 1267 831">Login page</div>	<div data-bbox="1496 730 1597 831">Dashboard</div> <div data-bbox="1697 730 1798 831">Filter and menu options</div> <div data-bbox="1877 730 1977 831">Visualization charts</div>
Customer Feeling What is the customer feeling?	<div data-bbox="723 927 772 975">😬</div>	<div data-bbox="1189 927 1238 975">😓</div>	<div data-bbox="1727 927 1776 975">😊</div>