

# PROJECT DESIGN PHASE II

## CUSTOMER JOURNEY MAP

TEAM ID	PNT2022TMID27681
PROJECT NAME	Signs With Smart Connectivity For Better Road Safety
MARKS	4 Marks

you are documenting.					
SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?	Customer area available early signs and data Customer need have right attitude about driving	They were get ready to follow a note that guides a direction towards safety Get pre-tips of road infrastructure	Real digital customer effort will be collected with the help of road-sensor Provide a collection of data about traffic area Speed limits also be identified	People have information with regard to a particular instruction Less than power and automatic updates are deployed	Report traffic, offense & provide exiting rate
<b>Interactions</b> 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?	Interaction with digital sign board Sign boards placed mostly on demand areas	Features include access about the traffic People will get updated with the traffic situation	Provide pre-functional record of specific voice note Collecting information displayed on LED display	Screen size board screen help to show screen meeting day to day complexity Updates are done with less time power & auto-updates through sensors	Maintaining road events & displayed even in case of low light area Provide flexible services along long distances
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Helps to know road condition & safe or not Helps to know the speed limit and other update if any	Make a communication feel as possible It helps the customer to reach on time by knowing roadway condition	Customer will be able to travel safely journey with more updates on trending	To provide a communication strategy in the smart city manner Helps to reach the destination safely on that time	To provide a comprehensive view traffic management
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Fast lane experience of smart city technology Visual effect makes highly interaction	Make a travel peaceful	Precision of data gives them a clear understanding help them to travel with a level of speed	Flow of updates to quick and easy	Getting more information Make good decision into environment
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	It is difficult to understand, who are owners of signs	Accuracy of information takes some time	Lack of notes converting the navigation into confusing mode	Maintenance risky There is a chance of error in the transfer of data	Is it trust worthy?
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Helps to transfer behavior towards the movement of travel	Making the travel easy through the idea notification	Improve the road safety measures	Data is useful in understanding the road user behavior & flow of traffic	To alert the drivers to reduce delay & congestion while travelling time