




Project Design Phase-II
Customer Journey

Date	20 October 2022
Team ID	PNT2022TMID00308
Project Name	Project - Traffic and Capacity Analytics in Major ports

Customer Journey Map

Analyses the customer's journey in the course of the project development.

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="703 331 808 424">Views the traffic and capacity details of the ports</div>	<div data-bbox="1120 331 1227 424">Choose user type</div> <div data-bbox="1279 331 1386 424">Enter into the dashboard</div>	<div data-bbox="1525 331 1632 424">Explore the dashboard options</div> <div data-bbox="1673 331 1780 424">Use filters to customise the view of traffic at ports</div> <div data-bbox="1821 331 1928 424">Check delays due to traffic</div> <div data-bbox="1968 331 2076 424">Track status of rails in the ports</div>
Needs and Pains What does the customer want to achieve or avoid?	<div data-bbox="629 510 736 603">I want to view rail traffic status at each port</div> <div data-bbox="777 510 884 603">Will I get properly predicted congestion?</div>	<div data-bbox="1041 510 1149 603">I get specialised options to work on</div> <div data-bbox="1189 510 1296 603">I don't give up any personal data</div> <div data-bbox="1337 510 1444 603">I worry about having to pay before trying</div>	<div data-bbox="1525 510 1632 603">I can handle the transportation of rails across the ports smoothly</div> <div data-bbox="1673 510 1780 603">I can predict traffic and avoid congestion in future</div> <div data-bbox="1821 510 1928 603">I can track capacity and status of rails at each port</div> <div data-bbox="1968 510 2076 603">I want some plots to be described in detail</div>
Touchpoint What part of the service do they interact with?	<div data-bbox="544 667 741 751">Government portal</div> <div data-bbox="768 667 965 751">Organization portal</div>	<div data-bbox="1187 671 1294 762">Login page</div>	<div data-bbox="1525 671 1632 762">Dashboard</div> <div data-bbox="1738 671 1845 762">Filter and menu options</div> <div data-bbox="1921 671 2029 762">Visualization charts</div>
Customer Feeling What is the customer feeling?	<div data-bbox="728 847 784 890"></div>	<div data-bbox="1209 847 1265 890"></div>	<div data-bbox="1765 847 1821 890"></div>