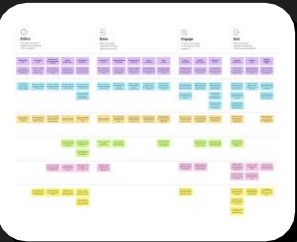




# Customer experience journey map

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.



## Signs with smart connectivity for better road safety

SCENARIO

A web UI will be created and in that dashboard signs will be displayed based on the input data acquired

Steps

What does the person (or group) typically experience?

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?

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?



### Entice

How does someone initially become aware of this process?

The input data will be frequently collected from IOT device and weather forecast website

The web UI will be continuously displaying the signs or information in dashboard

All users travelling in that particular location can view the dashboard and act accordingly

The alert message regarding traffic in upcoming junction

The speed limit message based on climatic conditions

Its help me to choose correct route

Help me to limit speed based on weather condition

It gives comfort for a customer to view routes and diversions

No need for prior knowledge

Difficulties in updation

Some users feel they may be mislead

Make the product user friendly manner

We can use this to alert users regarding the traffic density



### Enter

What do people experience as they begin the process?

Easy to Use

No prior knowledge required

No any prerequisites required for end user

They experience some awareness about travelling route

Helps me to save my time by avoiding traffic route

Help me make sure that the travel is safe

Digital boards are easy to recognize

Use of multiple language is possible

Difficulties in case in power failure

The time delay in updation due to network issues may mislead

Providing trendy alert messages to interact with user

In case of bad weather condition, speed limit message is displayed



### Engage

In the core moments in the process, what happens?

Cost free

Schedule the route details based on traffic density

Saves Time

Schedule the speed limit details based on climatic conditions

It avoids further accumulation of vehicles in traffic

Saves Money

It process the input data collected and send signs or messages to be displayed

The Web UI displays the signs or message on dashboard

It helps to track and choose routes that are safer to travel

Help me to tell what to do next

It has ability to share the route details and speed limit details

If there is sudden change in weather condition, It has the ability to update the corresponding data

Some people will feel it difficult to Follow up diversions

They will get fear for taking the wrong route

Provide a dashboard with frequent updation

Can be having an update of climatic conditions



### Exit

What do people typically experience as the process finishes?

The passengers are guided by sign boards

People experience that their time is saved

A clear guidance to people who are new to the city

They feel the sign board updation was useful

Help me to Leave with good experience

Help me spread the word about the product

It uses an alert message to speed down vehicles in case of bad weather condition

They feel are are guided in a good manner

Most of the customers will not believe it will work or not

Instead of trying this they can go for alternate guidance

Using dashboard as guidance factor

Using updated signs to take alternate routes



### Extend

What happens after the experience is over?

Personalized suggestions

Personalized recommendation

They are able to share their experience with others

They can recommend further implementation in many areas

Recommendations for further implementations

Help me to see the ways to enhance the product

Using this system can take right routes

It is helpful to use this system

Some customers feel productive by doing this

They feel that it may not provide secured routes

They may feel frustrated if they don't understand the routes

Marking daily routes with high and moderate traffic density

Keep an up-to-date list of traffic and weather conditions