

Project Design Phase-II

Customer journey map

Date	22 October 2022
Team ID	PNT2022TMID51172
Project Name	Project – Signs with smart connectivity for better road safety
Maximum Marks	4 Marks

Reference link:

<https://app.mural.co/invitation/mural/poornasworkspace9596/1666347559782?sender=u97b95385f25e2ea5a77d8379&key=4442e33e-bfe6-4042-a994-eb72733be302>

Journey Steps Which step of experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Action What does the customer do? What information do they look for? What is their context?	For better safety on the road for the users	Provide quality of service by improving security	Reducing the accidents every year	To avoid accidents and provide safety measures
Needs and plans What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	To save our time in the traffic while travelling To avoid accidents due to high speed and weather conditions	Buildings, institutions such as health care centers, hospitals, hotels are very important As per the recent reports the rate of accidents is reduced	The head who are maintaining the interface are responsible in providing service faster	The officials has to take necessary measures in implementing the sign boards
Touchpoint What part of the service do they interact with?	They interact with government officials, users and all the officials, users and all the officials who are in charge of traffic control	Web app or user interface	Smart sign boards with the traffic signs Temperature sensor is used	Advertisements are used as marketing strategies Awareness are given by head
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions.	🤔	😊	😊	😍
Backstage				
Opportunities What could we improve or introduce?	By improving the quality of already existing road signs	Improving easy understandability and finding new methods	Decreasethe mistakes in user interface	Increase the number of awareness programs to avoid traffic
Process ownership Who is in lead on this?	Govt officials are responsible for traffic	Officers and users	Government officers, users	Users in the social media