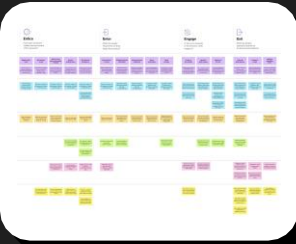


Customer experience journey map

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.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

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ProjectTitle: Signs with Smart Connectivity for Better RoadSafety

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.



<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div> Steps What does the person (or group) typically experience?</div> <div>[step]</div> <div>[caption describing what someone typically experiences during this step]</div>	<div>Traffic Rules Awareness</div> <div>Digital sign board displays the road sign along with its name.</div>	<div>Aware</div> <div>Become aware of most traffic that they cross in a day-to-day life</div>	<div>They become to know the road signs</div> <div>They tend to notice the road signs regularly</div> <div>They will become to remember where the sign are exactly without looking it</div>	<div>They start to follow the rules</div>	<div>Traffic rules violations will be greatly reduced</div> <div>Most accidents are prevented</div>
<div> Interactions What interactions do they have at each step along the way?<ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div>	<div>Noticing other peoples following the road rules</div> <div>Obeying the rules in necessary places</div> <div>Notice the road signs on the digital sign board alongside the road</div>	<div>Obeying the rules in all the necessary places</div> <div>Watch others noticing the rules</div>	<div>Awareness of road signs</div> <div>Become aware of the rules and follow them</div>	<div>Violations are reduced</div>	
<div> Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>To prevent accidents and traffic violations on a extreme level</div>	<div>To create awareness of the various road signs to the peoples</div>	<div>Integrate speed camera on a sign board</div>	<div>Fines will be charged for any violations</div>	
<div> Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Awareness of road signs</div> <div>Exciting UI Display of signs</div>		<div>Reduction of fear about road safety</div> <div>Useful for better transportation</div>		
<div> Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Charge of fines</div>	<div>Safety measure of the product</div>	<div>Easy UI and Interaction with the product</div> <div>Highly Compatible</div>	<div>User Friendly</div>	
<div> Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Indication of Ambulance coming the way</div> <div>Speed camera integration</div>				

