

Journey Steps Which step of the 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?	
Actions What does the customer do? What information do they look for? What is their context?	<div>The road diversions takes place due to heavy traffic and incase of accidents</div>	<div>Low accident rate</div> <div>In emergency situation, the connected cars send warnings to the emergency services</div> <div>During the rainy days, the roads will be slippery so the speed limit will be decreased</div>	<div>Use Perfect interface to determining the traffic</div>	<div>By calculating the accident rate of every year.</div>	<div>Provide quality of services for the customer</div>	<div>It focuses on smoother driving process for both the drivers and autonomous vehicles</div> <div>The signs can increase awareness of upcoming issues</div> <div>The rate of accidents becomes less</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Speed limits are static.</div> <div>increased cost efficiency.</div>	<div>Customer want to use it without difficulties.</div> <div>The officials must want knowledge about the problem</div>	<div>The officials, those who are maintaining interface are responsible for providing faster services in case of emergencies.</div>	<div>Managing proper road conditions</div>	<div>They need proper network connection for communication</div> <div>They need to provide certain platform.</div>	
Touchpoint What part of the service do they interact with?	<div>Customer interact with the territory road agency</div>	<div>Web app</div>	<div>Smart signboard</div>	<div>Sensors</div>	<div>Announceme nt provided by the officials</div> <div>Addvertisem ents</div>	
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<div>😊</div>	<div>😇</div>	<div>😄</div>	<div>🤪</div>		
Backstage						
Opportunities What could we improve or introduce?	<div>Increase the signs by focus on Vehicle to</div>	<div>Decrease the traffic by improving street</div>	<div>Decrease the faults in the user interface by</div>	<div>Increase the number of awareness program</div>		
Process ownership Who is in the lead on this?	<div>Customer</div>	<div>Developers</div>	<div>Customer</div>	<div>Customer</div>		

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