




Project Design Phase-II
Customer Journey Map

Date	18 October 2022
Team ID	PNT2022TMID08099
Project Name	Project – Traffic and Capacity Analytics for Major Ports.

Customer Journey Map:

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="689 316 797 419">Views the traffic and capacity details of the ports</div>	<div data-bbox="1106 316 1214 419">Choose user type</div> <div data-bbox="1265 316 1373 419">Enter into the dashboard</div>	<div data-bbox="1516 316 1624 419">Explore the dashboard options</div> <div data-bbox="1664 316 1771 419">Use filters to customize the view of traffic at ports</div> <div data-bbox="1816 316 1924 419">Check delays due to traffic</div> <div data-bbox="1964 316 2072 419">Track status of rails in the ports</div>
Needs and Pains What does the customer want to achieve or avoid?	<div data-bbox="613 523 721 627">I want to view rail traffic status at each port</div> <div data-bbox="763 523 871 627">Will I get properly predicted congestion?</div>	<div data-bbox="1028 523 1135 627">I get specialised options to work on</div> <div data-bbox="1176 523 1283 627">I don't give up any personal data</div> <div data-bbox="1323 523 1431 627">I worry about having to pay before trying</div>	<div data-bbox="1516 523 1624 627">I can handle the transportation of rails across the ports smoothly</div> <div data-bbox="1664 523 1771 627">I can predict traffic and avoid congestion in future</div> <div data-bbox="1816 523 1924 627">I can track capacity and status of rails at each port</div> <div data-bbox="1964 523 2072 627">I want some plots to be described in detail</div>
Touchpoint What part of the service do they interact with?	<div data-bbox="528 699 725 802">Government portal</div> <div data-bbox="757 699 954 802">Organization portal</div>	<div data-bbox="1176 707 1283 810">Login page</div>	<div data-bbox="1516 707 1624 810">Dashboard</div> <div data-bbox="1727 707 1834 810">Filter and menu options</div> <div data-bbox="1910 707 2018 810">Visualization charts</div>
Customer Feeling What is the customer feeling?	<div data-bbox="714 906 770 959"></div>	<div data-bbox="1198 906 1254 959"></div>	<div data-bbox="1753 906 1809 959"></div>