









Project Design Phase-II Customer/User Journey Map

Date	06 November 2022
Team ID	PNT2022TMID23936
Project Name	Project - Signs with Smart Connectivity for Better Road Safety
Maximum Marks	4 Marks

Customer Journey Map:

A customer journey map is a visual storyline of every engagement a customer has with a service, brand, or product. The creation of a journey map puts the organization directly in the mind of the consumer, so they can see and understand their customer's processes, needs, and perceptions.

Template:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start to use?	Awareness Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they share with others?
Actions What does the customer do? What information do they look for? What is their context?	Explore the generic sign board	Check the correctness of the information Check the efficiency In case of emergency situation	Efficient traffic control system Weather information system Traffic detection system Manual pedestrian crossing system	Benefits of crossing system Weather notification Traffic control through diversion
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>	Get know the information Are the information correct?	Used to trust the information Emergency traffic clearance for ambulance Sometimes it may mislead	Time saving Delay in information updation Route guidance Network issues	Driver attention system Crystal clear digital display Power backup system
Touchpoint What part of the service do they interact with?	Digital sign board	Updated information Greater connectivity Efficient traffic system	Following the signs Speed detection Timer based on detection Notification system	Manual crossing Daily maintenance Quality hardware
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	 	 	 	 
Backstage				
Opportunities What could we improve or introduce?	Increase awareness by improving efficiency.	decrease accidents by introducing a new method.	Increase security by improving algorithms.	Increase traffic efficiency by introducing new road system.
Process ownership Who is in the lead on this?	Administrator	Customer	Traveller	Pedestrian

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