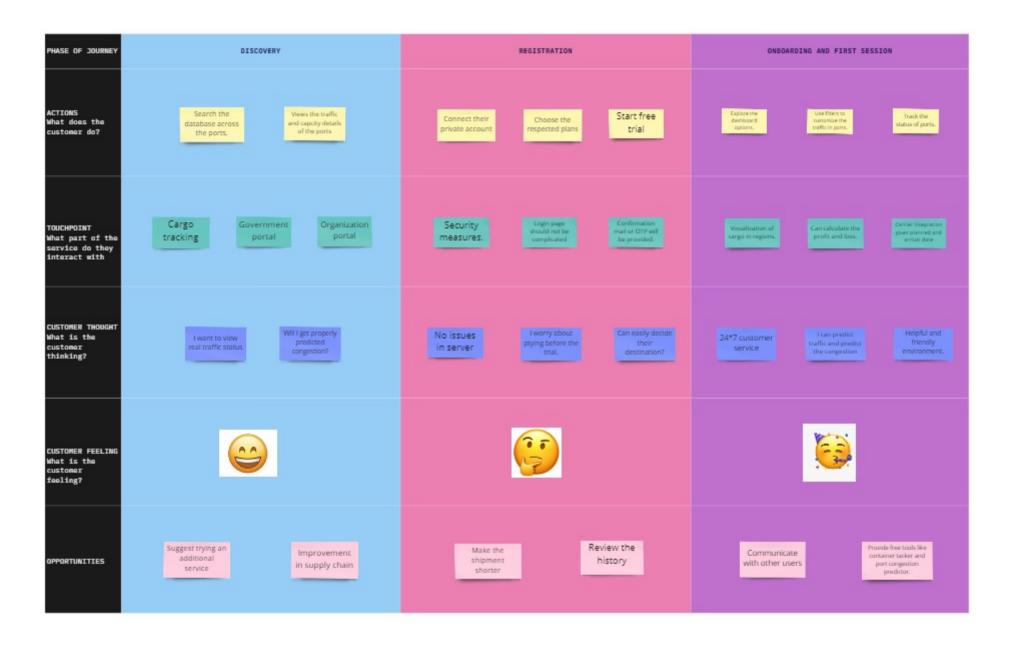# Project Design Phase-II
CUSTOMER JOURNEY MAP

Date - 11 October 2022
Team   ID - PNT2022TMID16862
Project   Name - Traffic and Capacity Analytics for Major Ports

PHASE OF JOURNEY	DISCOVERY			REGISTRATION			ONBOARDING AND FIRST SESSION		
ACTIONS What does the customer do?	Search the database across the ports.	Views the traffic and capcity details of the ports		Connect their private account	Choose the respected plans	Start free trial	Explore the dashboard options.	Use filters to customise the traffic in ports.	Track the status of ports.
TOUCHPOINT What part of the service do they interact with	Cargo tracking	Government portal	Organization portal	Security measures.	Login page should not be complicated	Confirmation mail or OTP will be provided.	Visualisation of cargo in regions.	Can calculate the profit and loss.	Carrier integration gives planned and arrival date
CUSTOMER THOUGHT What is the customer thinking?	I want to view real traffic status	Will I get properly predicted congestion?		No issues in server	I worry about ptying before the trial.	Can easily decide their destination?	24*7 customer service	I can predict traffic and predict the congestion	Helpful and friendly environment.
CUSTOMER FEELING What is the customer feeling?	😄			🤔			🥳		
OPPORTUNITIES	Suggest trying an additional service	Improvement in supply chain		Make the shipment shorter	Review the history		Communicate with other users	Provide free tools like container tacker and port congestion predictor.	

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