






Customer Journey

Date	11 October 2022
Team ID	PNT2022TMID53946
Project Name	Signs with Smart Connectivity for Better Road Safety

Phases	Motivation	Information gathering	Analyzes of various products	Chooses the most efficient product	Payment
Actions	Taking action and concerning for roadsafety	Selecting an efficient product in order to improve road safety	Other products are available including static boards	Smart boards are more efficient than static boards	Following product satisfaction
Touchpoints	Buyers are delighted	The government need not worry about traffic safety after the installation	The numerous varieties of products are accessible and it entertains the user	The government will not be concerned about the safety after receiving this	The government acquires the product after determining its worth
Customer Feeling					
Customer Thoughts	The customer believes it will assist to improve the state of the road	The customer believes that it will last for long time	The customer believes that a different option will be offered	They will find it simple and easy to select a product	They believe that, product will be easy to use
Opportunities	The customer is benefited from increased road safety	The customer is aware of the product's manufacturing process	Other products will be made known to the customer	The buyer learns which product is the best	The travel will be enjoyable for the customer

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>For the better safety for the users or the travellers on the road</div>	<div>As per the recent reports the rate of accidents is reduced</div> <div>Provide quality of service by improving life security</div>	<div>By reducing the rate of % accidents accuring every calender year</div> <div>Perfect interface for determining the traffic in the locality</div>	<div>To reduce traffic and accidents and to improve safety in global scale</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>To avoid accidents caused due to high speed and weather changes</div> <div>To save our time which is being wasted during travel due to traffic</div>	<div>Essential buildings, institutions such as health centers, hospitals, hotels etc.</div>	<div>The officials who are maintaining the interface are responsible in providing faster service in case of emergency</div>	<div>The government officials has to take measures in implementing the smart sign board in all states to improve the road safety</div>
Touchpoint What part of the service do they interact with?	<div>They interact with the government officials, users and all the officials who are in charge for the traffic control</div>	<div>Web App/ user interface</div>	<div>Smart sign boards</div> <div>Sensors - Temperature sensor</div>	<div>Marketing Strategies - Advertisements</div> <div>Awareness to be provided by the officials</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>By improving the metrics of quality and quantity of already existing road signs in an smart and digital manner using IOT</div>	<div>Increase a leading metric by improving easy understandability and find new methods for promotion among the users</div>	<div>Decrease the faults in the user interface which can improve the functionality</div>	<div>Increase the number of awareness programs conducted by the officials, promote it through various mass medias</div>
Process ownership Who is in the lead on this?	<div>Government officials who are responsible for traffic control</div>	<div>Government officials and users</div>	<div>Weather changes, government officials, users</div>	<div>Users who are connected through social media</div>