



Project Design Phase-II
Customer Journey

Date	17.10.2022
Team ID	PNT2022TMID17447
Project Name	Project - Traffic and Capacity Analytics in Major ports

Customer Journey Map

Analyses the customer's journey in the course of the project development.

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?	
Actions What does the customer do? What information do they look for? What is their context?	<div data-bbox="699 348 808 436">Views the traffic and capacity details of the ports</div>	<div data-bbox="1115 348 1224 436">Choose user type</div> <div data-bbox="1274 348 1383 436">Enter into the dashboard</div>	<div data-bbox="1524 348 1624 436">Explore the dashboard options</div>
Needs and Pains What does the customer want to achieve or avoid?	<div data-bbox="626 525 735 613">I want to view rail traffic status at each port</div> <div data-bbox="776 525 885 613">Will I get properly predicted congestion?</div>	<div data-bbox="1036 525 1144 613">I get specialized options to work on</div> <div data-bbox="1183 525 1292 613">I don't give up any personal data</div> <div data-bbox="1333 525 1442 613">I worry about having to pay before trying</div>	<div data-bbox="1524 525 1624 613">I can handle the transportation of rate across the ports smoothly</div>
Touchpoint What part of the service do they interact with?	<div data-bbox="540 674 737 762">Government portal</div> <div data-bbox="768 674 964 762">Organization portal</div>	<div data-bbox="1183 682 1292 770">Login page</div>	<div data-bbox="1524 682 1624 770">Dashboard</div>
Customer Feeling What is the customer feeling?	<div data-bbox="727 856 781 903"></div>	<div data-bbox="1208 856 1261 903"></div>	