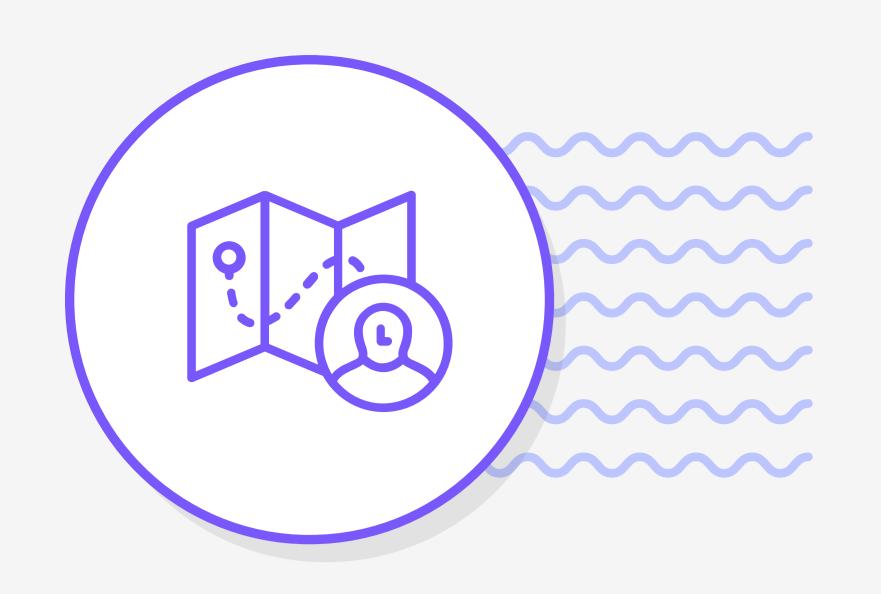
Temp at



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
		customers	These helps to		Motorists
Steps What does the person (or group)	it helps to teach the	feels very	detect the	They came to	drives their vehicles based
What does the person (or group) typically experience?	customer to follow their digital sign	secured	possible	know their limitations of	on the sign
	boards		hazards and accidents	driving speed	shown in digital sign boards
Interactions	Making				
What interactions do they have at	awareness	Requesting	Placing number	Digital Sign boards	
each step along the way?	about traffic	the user to	of digital sign	are changed	Sensors are
People: Who do they see or talk to?		obey the	boards on the	accordingly based on the weather	used to monito
■ Places: Where are they?	rules and	road safety	roadsides to	conditions	and detect the
Things: What digital touchpoints or physical objects would they use?	regulations	rules	alert the drivers		road conditions
Goals & motivations	The main objectives of this	Do not cross	Helping	Always drive	Radar, LiDAR, visual
At each step, what is a person's	method is to	the speed	prevent	only in the	sensors, sonar systems, and other
primary goal or motivation? ("Help me" or "Help me avoid")	avoid accidents	limits.Be	bumper-to-	permissible	sensors are
(ricip inc or ricip inc avoid)	and heavy traffics	careful during	bumper traffic	direction on a	mounted onboard
		bad weather.		one-way road.	smart and flexible platforms
Positive moments	static digital	These make it	In some cases when there are some road	we can entered	
What steps does a typical person find enjoyable, productive, fun,	sign boards	possible to analyse	diversions due to	the data of road diversions and	Signs and signal devices
motivating, delightful, or exciting?	are changed	vehicle	traffic or accidents then we can change	accident prone	used to inform,
	dynamically	movements by using sensors	the sign boards accordingly	areas through the web applications	guide and control traffic.
1 Negative memorts					
Negative moments What steps does a typical person	These methods	Number of digital sign	This method	Keep talking	Track vehicles
find frustrating, confusing, angering,	includes deploying of	boards are	is somewhat	about the	and adjust traffic lights
costly, or time-consuming?	deploying of multiple number	used	cost expensive	dangers of	based on traffic
	of sensors	effectively		traffic	conditions
Areas of opportunity		Road safety			Road condition
How might we make each step better? What ideas do we have?	Introducing	education is as		Replacing	sensors are used to assess
What have others suggested?	innovative ideas to improve the process	essential as any other basic skills	Time will be	static sign	schedule winter
	better	other basic skills of survival.	saved	boards	maintenance operations.