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| **Template** | **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.  Created in partnership with    [**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co) | **Date: 10 October 2022**  ✴ **Tram ID: PNT2022TMID17665**  **Project Title: Signs with Smart Connectivity for Better Road Safety**  **Document an existing experience**  Narrow your focus to a specific scenario or process within an existing product **TIP**  or service. In the **Steps** row, document the step-by-step process someone As you add steps to the  typically experiences, then add detail to each of the other rows. experience, move each these  “Five Es” the left or right  depending on the scenario you are documenting. | | | | | | |
|  | **SCENARIO**  **Browsing, booking, attending, and rating a local city tour** | **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? |
| **Steps [ step ]**  What does the person (or group) typically experience?  [ caption describing  what someone typically experiences during this step ] | **Traffic Rules Awareness**  Digital sign board displays the road sign along with its name. | **Aware**  Become aware of most traffic that they cross in a day-to-day life | They will become to They become to They tend to notice remember where the know the road signs the road signs sign are exactly  regularly without looking it | They start to follow the rules | Traffic rules Most accidents are  violations will be prevented  greatly reduced |
| **Interactions**  What interactions do they have at each step along the way?  **People:** Who do they see or talk to?  **Places:** Where are they?  **Things:** What digital touchpoints or physical objects would they use? | Noticing other Obeying the rules in peoples following necessary places  the road rules  Notice the road signs on the digital sign board alongside the road | Obeying the rules in Watch others all the necessary noticing the rules  places | Awareness of road Become aware of signs the rules and follow  them | Violations are reduced |  |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | To prevent accidents and traffic violations on a extreme level | To create awareness of the various road signs to the peoples | Integrate speed camera on a sign board | Fines will be charged for any violations |  |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Awareness of road Exciting UI Display of signs signs |  | Reduction of fear Useful for better about road safety transportation |  |  |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Charge of fines | Safety measure of the product | Easy UI and  Interaction with the Highly Compatible product | User Friendly |  |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | Indication of Speed camera  Ambulance coming Integration  the way |  |  |  |  |
|  | | | | | | |
|  | **Need some inspiration?**  See a finished version of this template to kickstart your work.  [**Open example**](https://app.mural.co/template/f59f644b-b4b4-47b5-9ed6-3a8c71ceb612/896b31fe-5597-40ef-9b06-3811a1a45ace) |  | | | | | | |

