# Customer Journey map

**Project Title:** Signs With Smart Connectivity For Better Road Safety

**Team ID:** PNT2022TMID22305

| | Entice<br>How does someone initially become aware of this process? | Enter<br>What do people experience as they begin the process? | Engage<br>In the core moments in the process, what happens? | Exit<br>What do people typically experience as the process finishes? | Extend<br>What happens after the experience is over? |
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| **Steps**<br>What does the person (or group) typically experience? | Travelling passengers can feel safe during night times / This can be advertised through awareness videos on tv, youtube etc. / This usually helps in preventing accidents | Drivers may initially find it difcult to get started with the technology / It will reduce the accident rate and thus created a safer environment for journeys. / People can travel with much confidence hoping for every signal from smart signboards | Smart signboards detect various dangers and alert travellers / Hospital and school zone are intimated in advance to act accordingly. / IoT detects various danger elements like an obstacle in between the road and alerts about it. | With this drivers are less irritated and angry / Web app gives updates on the present conditions of the environment / Helps in maintaining good relationship between driver and customer | Will be recommended to others by those who have been benefited. / Passengers reach their destination safely and the objective is achieved |
| **Interactions**<br>What interactions do they have at each step along the way?<br>■ **People:** Who do they see or talk to?<br>■ **Places:** Where are they?<br>■ **Things:** What digital touchpoints or physical objects would they use? | People feel safety on following each of this step by step / This can be made available in travel agencies, booking apps. / Passengers are prior informed about the condtion of the nature | Traffic police are helped with this in maintaining the traffic. / Passengers are prior informed about the condtion of the nature / Planning becomes more easy with weather forecast. | Based on the weather changes the speed may increase or decrease / Makes it easy for drivers to decide on better routes based on conditioons. / Based on the trafic end fatal situations the diversion signs are displayed | Different modes of operations can be selected with the help of buttons / Helps to improve coordination. | The number of connected devices continues to increase day-to-day. With the availability of low-cost hardware like sensors / Promotes safety and reduces accidents |
| **Goals & motivations**<br>At each step, what is a person's primary goal or motivation?<br>("Help me..." or "Help me avoid...") | The passengers should feel safe while travelling is the main objective of this project. / To helps everyone to save time, energy and cost / The passengers always travel with security after implementation of this project | To expand services even more bigger. / The people are beloved and to lose them due to accidents causes mental damage | To make the platform more guided and easy to use. / IBM Watson IoT Platform is a managed, cloud-hosted service designed to make applications / To improve efciency and to have better accuracy. | Provides development platforms allowing users to develop applications with direct connection to the IBM Watson IoT platform / To improve all the discomforts customers complaint about | IBM Watson IoT Platform is a fully managed, cloud-hosted service that makes it simple to derive value from Internet of Things (IoT) devices. / To attract more drivers towards this technology. |
| **Positive moments**<br>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | It saves us a lot of time. Information is easily accessible. / User-friendly and better customer interaction. / Improved productivity of staff and reduced human labor | Our surrounding becomes accident-free and traffic free. / It saves us a lot of time. Information is easily accessible, | Helps to recognize various zones like school, hospitals etc. / traffic monitoring: dynamic handling of traffic signals based on traffic density | Happy and satisfied customers as well as drivers. / Share data on road conditions among vehicles. | Provides better visibility of the signs / It saves us a lot of time. Information is easily accessible |
| **Negative moments**<br>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Hackers may gain access to the system and steal personal information. / There are chances for people to misuse the oppurtunity. | With the complexity of systems, there are many ways for them to fail. / It may have low efciency and high power | Overuse of the Internet and technology makes people unintelligent because they rely on smart devices / It may have low efficiency and high power. | Deploying IoT devices is very costly and time-consuming / May be the investment cost is high to afford by common people | Lack of computational capacity for efcient built-in security / Can be affected by network and technical issues at times |
| **Areas of opportunity**<br>How might we make each step better? What ideas do we have? What have others suggested? | Data analytics (DA) is the process of examining data sets in order to find trends and draw conclusions about the information they contain. / To get recognized by the traffic control and road safety departmen | The devices consist of energy modules, power management modules, RF modules, and sensing modules. / Can be implemented with automatically detecting the speed and producing warnings | An embedded system is a combination of computer hardware and software designed for a specific function / To make it available even in the absence of internet | IoTs can analyze the best time to water level by collecting the data through sensors / To have anytime and anywhere acces. | Cloud computing and the IoT both serve to increase efficiency in our everyday tasks, and the two have a complimentary relationship / To make it available to common people. |