

PROJECT DESIGN PHASE -II

CUSTOMER JOURNEY MAP

Team ID	PNT2022TMID23481
Project Name	Signs With Smart Connectivity For Better Road Safety

Template:

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.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Users are intrigued	Perks or surprises should be subtle	The numerous varieties of products are available and it entertains the user	Following product activation	Users are delighted
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?	The customer believes it will assist in the state of the case	The customer believes that it will cost for long time	The customer believes that a driver can opt out of offered	They will find it simple and easy to select a product	They believe that product will be easy to use
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Looking for an efficient product to use for vacation	Selecting an efficient product to use to improve road safety	Other products are available including some accessories	Smart boards are more efficient than static boards	Following product activation
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The customer is satisfied with the product and using it	Other products will be made known to the customer	It helps the user to manage their time	People generally have positive experiences using our connectivity	The user believes that product is the best
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The user will not be able to use the product for the intended purpose	Other products are available including some accessories	Vehicle is not in the correct position	Still need more information	Lack of understanding
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	The government need not worry about their safety after the installation	The numerous varieties of products are available and it entertains the user	The government will not be concerned about the safety after the installation	The government need not worry about the safety after the installation	The user will be able to use the product for the intended purpose