Project - Signs with Smart Connectivity	yfor Better Road Safety CUSTOMER JOURNEY MAP	Team id: PNT2022TMID04551			
SCENARIO  Drovesing has alsing					
Browsing, booking, attending, and rating a	Entice	Enter	Engage	Exit	Extend
local city tour	How does someone initially become aware	What do people experience as they	In the core moments in the process, what	What do people typically experience	What happens after the experience is over?
	of this process?	begin the process?	happens?	as the process finishes?	
Steps What does the person (or group) typically experience?	mails.  Pamplets can be Youngsters can be made	Drivers may initially find it difficult to get started with the technology.  Traffic police may find it supportive for their action.  It will reduce the accident rate and thus	Weather forecasts is provided to allow people plan accordingly.  Hospital and school zone are intimated in advance to act accordingly.	With this drivers are less irritated and angry.	Will be recommended to others by those who have been benefited.
	educational institutes to make them acknowledged.  aware of this through social media platforms like instagram, facebook etc.	and easier option to plan their trips.  accident rate and thus created a safer environment for journeys.	Heavy traffic areas are detected and informed to avoid those routes.  Sign boards are updated based on changing environmental conditions.	Helps in maintaining good relationship between driver and customer.	Both customers and drivers are peaceful and happy with the experience.
Interactions  What interactions do they have at each step along the way?  People: Who do they see or talk	agencies, booking services like OLA, apps. UBER etc.	Public will recognize and use traffic-free roads.  Accident rate will be reduced to a greater extent and thus promotes safety.	Traffic police are helped with this in maintaining the traffic.  Makes it easy for drivers to decide on better routes based on conditioons.	It is of great help for those who travel long distance.	It helps to plan according to traffic and weather.
<ul> <li>Places: Where are they?</li> <li>Things: What digital touchpoints physical objects would they use?</li> </ul>		Helps in saving time and energy for both public and drivers.  Planning becomes more easy with weather forcast.	Aids public to plan according to traffic and weather comditions.	Helps to improve co- ordination.	Promotes safety and reduces accidents.
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	The primary goal is to reach a huge group of people(mass media).  To helps everyone to save time, energy and cost.	To expand services even more bigger.	to make the platform more guided and easy to use.	To act as per needs and requirements.	To reach or achieve maximum customer satisfaction.
	To help drivers in detecting routes and to reach destination on time.	To add more features to have further advancements.	To improve efficiency and to have better accuracy.	To improve all the discomforts customers complaint about.	To attract more drivers towards this technology.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	use the technology.  interaction.	Our surrounding becomes accident-free and traffic free.  One-time investment which requires less maintanence.	Helps to recognize various zones like school, hospitals etc.  reduces global warming and to reduce pollution	Happy and satisfied customers as well as drivers.	Provides better visibility of the signs.  Benefits the drivers, customers, public, police etc.
Negative moments  What steps does a typical person find frustrating, confusing, angering costly, or time-consuming?		This may make people too dependent on technology.  People may neglect this advancement initially.	Sometimes it happens to efficiency and high malfunction. power.	It can have network issues.  May be the investment cost is high to afford by common people.	Can be affected by network and technical issues at times.  The system may get disturbed by natural calamities and other disasters.
Areas of opportunity  How might we make each step better? What ideas do we have? What have others suggested?	To gain assistance from government and to introduce new schemes for it.  To get recognized by the traffic control and road safety department.	Can suggest them with alternate routes in case of diversion  Can be implemented with automatically detecting the speed and producing warnings.	Try to have maximum accuracy for better results.  To make it available even in the absence of internet.	To make it available to use by anyone and everyone.  To have anytime and anywhere acces.	To make this available even in rural areas.  To make it available to common people.