




**Project Design Phase-II**  
**Customer Journey**

Date	8 October 2022
Team ID	PNT2022TMID03208
Project Name	Project - Traffic and Capacity Analytics in Major ports

**Customer Journey Map**

**Analyses the customer's journey in the course of the project development.**

<b>Journey Steps</b> Which step of the experience are you describing?	<b>Discovery</b> Why do they even start the journey?	<b>Login</b> How do they enter to use?	<b>Onboarding and First Use</b> How can they feel successful?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div data-bbox="703 331 808 427">Views the traffic and capacity details of the ports</div>	<div data-bbox="1120 331 1227 427">Choose user type</div> <div data-bbox="1279 331 1386 427">Enter into the dashboard</div>	<div data-bbox="1525 331 1632 427">Explore the dashboard options</div> <div data-bbox="1673 331 1780 427">Use filters to customise the view of traffic at ports</div> <div data-bbox="1821 331 1928 427">Check delays due to traffic</div> <div data-bbox="1968 331 2076 427">Track status of rails in the ports</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid?	<div data-bbox="629 510 736 606">I want to view rail traffic status at each port</div> <div data-bbox="777 510 884 606">Will I get properly predicted congestion?</div>	<div data-bbox="1041 510 1149 606">I get specialised options to work on</div> <div data-bbox="1189 510 1296 606">I don't give up any personal data</div> <div data-bbox="1337 510 1444 606">I worry about having to pay before trying</div>	<div data-bbox="1525 510 1632 606">I can handle the transportation of rails across the ports smoothly</div> <div data-bbox="1673 510 1780 606">I can predict traffic and avoid congestion in future</div> <div data-bbox="1821 510 1928 606">I can track capacity and status of rails at each port</div> <div data-bbox="1968 510 2076 606">I want some plots to be described in detail</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div data-bbox="544 667 741 754">Government portal</div> <div data-bbox="768 667 965 754">Organization portal</div>	<div data-bbox="1187 671 1294 759">Login page</div>	<div data-bbox="1525 671 1632 759">Dashboard</div> <div data-bbox="1738 671 1845 759">Filter and menu options</div> <div data-bbox="1919 671 2027 759">Visualization charts</div>
<b>Customer Feeling</b> What is the customer feeling?	<div data-bbox="728 847 784 890"></div>	<div data-bbox="1209 847 1265 890"></div>	<div data-bbox="1762 847 1818 890"></div>