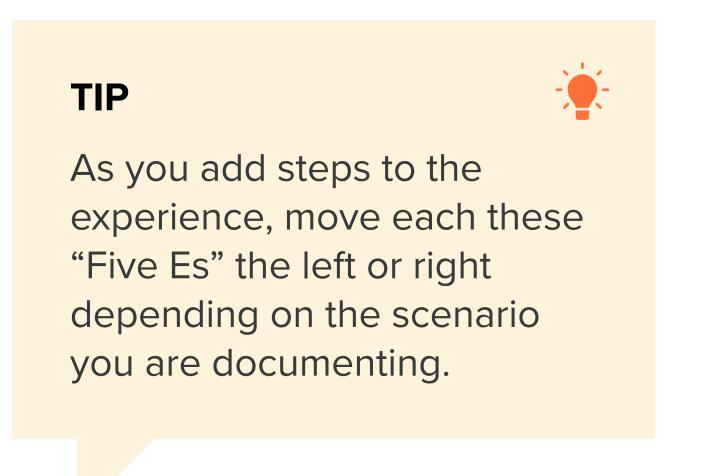


Signs with smart connectivity for better road safety



Scenario ng, Registering,							
ing and receiving	Entice		Enter	Engage		Exit	Extend
a service	How does someone initially become aware		What do people	In the core moments		What do people typically experience	What happens after the experience is over?
	of this process?		experience as they begin the process?	in the process, what happens?		as the process finishes?	experience is over:
Steps What does the person (or group) typically experience?	Tries to look for better options digitally	News		tisements d links	Registration Experience	Satisfaction Support system	Spread the news about the app with other
	Explores internet for local smart guide for driving to make it easy and safe	People come to know from news once the Govt., establishes it/approves it.	neighbours and gets to experts make the user the	s the site and know about usage and acy policy What do they identify as (robot check)	Details from the user and confirmation from the site	Safety in driving experience	
 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? 	Interact with nearby smart sign board	Pop up notification from mobile within range	Information page with si	Permissions to access their location details	They see dynamic signals as needed on the smart sign board (from both phone and nearby pole)	rating through	Upgradation ads from the app if any
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	"Helps me with diversity in driving options"	"Helps me explore technology"	Helps me understand the process	Helps with clear guidance	Surrounding	Helps me with wider access	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	"Gets me with instant support system"		Quick confirmation requirements required to the confirmation requirements and the confirmation requirements are confirmation and the confirmation requirements are confirmation and the confirmation and the confirmation are confirmation are confirmation and the confirmation are confirmation and the confirmation are confirmation are confirmation and the confirmation are confirmation are confirmation are confirmation are confirmation are confirmation and confirmation are confi	Puicker gitration rocess Enjoyable rides	environment Safer journey	Fast Speedy declaration disclosure	Positive feedbacks among people
Negative moments What steps does a typical person find frustrating, confusing, angering,	When the user isn't clear with the new app benefits	Trust issues in online connectiom	User Failing to give correct information	None		Improper closing of app by user withour feedback rating	Misinformation spreaded about the app
costly, or time-consuming?							