

CUSTOMER JOURNEY MAP

TEAM ID-PNT2022TMID21418

PROJECT TITLE-SIGNS WITH SMART CONNECTIVITY FOR BETTER ROAD SAFETY

SCENARIO	ENTICE	ENTER	ENGAGE	EXIT	EXTEND
STEPS	Taking action and concerning for road safety.	Selecting an efficient product in order to improve the road safety.	Other products are available including static boards.	Smart boards are more efficient than static boards.	Following product satisfaction.
INTERACTIONS	Buyers are delighted.	The government need not worry about traffic safety after the installation.	The numerous varieties of products are accessible and it entertains the user.	The government will not be concerned about the safety after receiving this.	The government acquires the product after determining its worth.
GOALS & MOTIVATIONS	Help me understand what this new technology is all about.	Help me make sure people don't forget about this technology so that they don't get disappointed.	Help me make the most of my travel within a short pace.	Help me spread the world about this technology and provide feedbacks.	Help me see what I've gained from old technology

					to new technology.
POSITIVE MOMENTS	The functioning of this technology provided by the technical team is exciting to see.	Excited about the new technology.	If any technical error happens, it can be rectified in advance.	People will love the usage of smart sign boards, we have a 90% satisfaction rate.	The customers feel delighted to find it helpful for their safe journey.
NEGATIVE MOMENTS	The government express a bit of fear while introducing a new technology.	Trepidation about the product purchase.	Sometimes people may take long time to reach their destination because of internet issues.	People describe leaving a review as an arduous process.	-
AREAS OF OPPURTUNITY	The customer is benefited from increased road safety.	The customer is aware of the product's manufacturing process.	Other products will be made known to the customer.	The buyer learns which product is the best.	The travel will be safe for the customer.