

## PROJECT DESIGN PHASE -II

### CUSTOMER JOURNEY MAP

Team ID	PNT2022TMID07079
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					
<b>Steps</b> What does the person (or group) typically experience?	Users are enticed	Power consumption should be stable	The numerous variables of products are accessible and it entertains the user	Following product activation	Review is a highlight
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"> <li><b>People:</b> Who do they see or talk to?</li> <li><b>Places:</b> Where are they?</li> <li><b>Things:</b> What digital touchpoints or physical objects would they use?</li> </ul>	The customer believes it will assist in increasing the safety of the road	The customer believes that it will not be too long to use	The customer believes that a driver's safety will be affected	They will find it simple and easy to select a product	They believe that product will be easy to use
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Using action and concerning for accessibility	Selecting an efficient product in order to help one road safety	Other products are available including some signs	Smart boards are more efficient than static boards	Reducing product activation
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The customer is searching for increases road safety	Other products will be made known to the customer	It only requires minimum space	People generally look at road signs using our connectivity	The user learns which product is the best
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The issue will not be responsible for the customer with no connectivity	Poor graphics and insufficient power will increase	Vehicle in road conditions	Still view and moving	Lack of understanding
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	The government need not worry about that's already after the installation	The numerous variables of products are accessible and it entertains the user	The government will not be concerned about the safety after activating this	The government requires the product after connecting to work	The issue will be responsible for the customer