




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

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| Date | 18 October 2022 |
| Team ID | PNT2022TMID03743 |
| Project Name | Project – Traffic and Capacity Analytics for Major Ports. |

Customer Journey Map:

| Journey Steps Which step of the experience are you describing? | Discovery Why do they even start the journey? | Login How do they enter to use? | Onboarding and First Use How can they feel successful? |
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| Actions What does the customer do? What information do they look for? What is their context? | <div data-bbox="701 351 806 451">Views the traffic and capacity details of the ports</div> | <div data-bbox="1104 351 1209 451">Choose user type</div> <div data-bbox="1258 351 1364 451">Enter into the dashboard</div> | <div data-bbox="1500 351 1606 451">Explore the dashboard options</div> <div data-bbox="1644 351 1749 451">Use filters to customize the view of traffic at ports</div> <div data-bbox="1787 351 1892 451">Check delays due to traffic</div> <div data-bbox="1930 351 2036 451">Track status of rails in the ports</div> |
| Needs and Pains What does the customer want to achieve or avoid? | <div data-bbox="629 547 734 647">I want to view rail traffic status at each port</div> <div data-bbox="772 547 878 647">Will I get properly predicted congestion?</div> | <div data-bbox="1028 547 1133 647">I get specialised options to work on</div> <div data-bbox="1171 547 1276 647">I don't give up any personal data</div> <div data-bbox="1314 547 1420 647">I worry about having to pay before trying</div> | <div data-bbox="1500 547 1606 647">I can handle the transportation of rails across the ports smoothly</div> <div data-bbox="1644 547 1749 647">I can predict traffic and avoid congestion in future</div> <div data-bbox="1787 547 1892 647">I can track capacity and status of rails at each port</div> <div data-bbox="1930 547 2036 647">I want some plots to be described in detail</div> |
| Touchpoint What part of the service do they interact with? | <div data-bbox="546 718 736 818">Government portal</div> <div data-bbox="766 718 956 818">Organization portal</div> | <div data-bbox="1171 727 1274 828">Login page</div> | <div data-bbox="1500 727 1606 828">Dashboard</div> <div data-bbox="1704 727 1809 828">Filter and menu options</div> <div data-bbox="1883 727 1989 828">Visualization charts</div> |
| Customer Feeling What is the customer feeling? | <div data-bbox="725 922 779 970"></div> | <div data-bbox="1196 922 1249 970"></div> | <div data-bbox="1733 922 1787 970"></div> |