

PROJECT DESIGN PHASE -II

CUSTOMER JOURNEY MAP

Team ID	PNT2022TMID11625
Project Name	Signs With Smart Connectivity For Better Road Safety

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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<div> </div> 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 Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?	
Steps What does the person (or group) typically experience?	Users are intrigued	Process consumption creates value	The numerous varieties of products are available and it entertains the user	Introducing product satisfaction	Review is a delight	
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?	The customer believes it will save or improve the time of the task	The customer believes that it will cost for long time	The customer believes that if a driver, other will be afraid	They will find it simple and easy to select a product	They believe that, product will be easy to use	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Testing action and connecting the variability	Selecting an efficient product in order to improve road safety	Other products are available reducing some issues	Smaller boards are more efficient than black boards	Reducing process of connection	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The customer is satisfied for the processed need solve	Other products will be made known to the customer	It only requires minimum space	People generally look at used while using our connectivity	The opportunities which products in the use	
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	The basic will make enjoyable for the customer with no connectivity	Poor graphics and beautiful design will decrease	Vehicle in recent condition	Still slow and annoying	Lack of understanding	
Areas of opportunity How might we make each step better? What does do we have? What have others suggested?	The government need not worry about that's safety after the installation	The user will no more of products when people will understand the user	The government will no be customer, because they are reducing the	The government should the product offer customer the soon	The issue will be responsible to the customer	