Signs with Smart Connectivity for Better Road Safety :   **Team Id : PNT2022TMID07843**

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	For the better safety for the users of the travellers on the road	As per the recent reports the rate of accidents / Provide quality of service by improving life security	By reducing the rate of % accidents accuring every calender year / Perfect interface for determining he traffic in the locality	To reduce traffic and accidents and to improve safety in global scale
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity; e.g. by using the first person narrator.	To avoid accidents caused due to high speed and weather changes / To save our time which is being wasted during travel due to traffic	Essential buildings, institutions such as health centers, hospital, hostels etc.	The officials who are maintaining the interface are responsible in providing faster service in case of emergency	
Touchpoint What part of the service do they interact with?	They interact with the government officials, users and all the officials who are in charge for the traffic control	Web App/ user interface	Smart sign boards / Sensor - Temperature sensor	Marketing strategies - Advertisements / Awareness to be provided by the officials
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	🤯	😦	😮	🥳
Backstage	By improving the metric of quality and quantity of already existing road signs in an smart and digital manner using IOT	Increase a leading metric by improving easy uderstandability and find new methods for promotion among the users	Decrease the faults in the user interface which can improve the functionality	Increase the number of awareness programs conducted by the officials, promote it through various mass medias
Opportunities What could we improve or introduce?	Increase/decrease	Increase/decrease	Increase/decrease / Weather changes, goverment officials, users	Increase/decrease
Process ownership Who is in the lead on this?	Goverment officials who are responsible for traffic control	Goverment artificials and users	Weather changes, goverment officials, users	Users who are connected through social media

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