

# CUSTOMER JOURNEY MAP

Team ID	PNT2022TMID13834
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	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?	Users are enticed	Point of consumption creates desire	The numerous varieties of products are available and it entertains the user	Following product satisfaction	Buyers is a delight
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	The customer believes it will assist to increase the sale of the car	The customer believes it will last for long time	The customer believes that a driver option will be defined	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...")	Testing action and concerning for road safety	Selecting an efficient product in order to improve road safety	Other products are available including some games	Smart boards are more efficient than black boards	Following product satisfaction
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The customer is motivated by an interesting road safety	Other products will be available to the customer	It only includes minimum cost	People generally find it easy while 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 board will not be compatible for the customer and it is not compatible	Post-graphics are not sufficient for road safety	Vehicle is not in good condition	Still new and expensive	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 traffic safety after the installation	The user can experience of products are available and it entertains the user	The government will not be concerned about this safety after installing it	The government requires the product after completing the work	The user will be enjoyable for the customer