

Project Design Phase- II  
Customer Journey Map

Date	15 October 2022
Team ID	PNT2022TMID10209
Project Title	Signs With Smart Connectivity For Better Road Safety
Maximum Marks	4 Marks

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>	
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Customer sees available traffic signs and data</div> <div>Customer must have right attitude about driving</div>	<div>They were get ready to follow a note that guides a direction towards safety</div> <div>Get pre-idea of road infrastructure</div>	<div>Road display condition of road will be updated with the help of rain drop sensor</div> <div>Provide a collection of data about traffic area</div> <div>Speed limits also be submitted</div>	<div>People have information with regard to publicized instruction</div> <div>Less than power and automatic updates are displayed</div>	<div>Record traffic offenses &amp; provide existing data</div>	
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <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>	<div>Interaction with digital sign board</div> <div>Sign boards placed mostly on-demand areas</div>	<div>Features include access about the traffic</div> <div>People will get updated with the traffic situation</div>	<div>Provide pre-functional record of specific voice note</div> <div>Collecting information displayed on LED display</div>	<div>Dynamic sign board system helps to allow people predicting day to day complexities</div> <div>Updates are done with less man power &amp; auto-updates through sensors</div>	<div>Maintaining road events &amp; displayed even in dark &amp; low light area</div> <div>Provides flexible services along long distances</div>	
<div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Helps to know road condition is safe or not</div> <div>Helps to know the speed limit and other update if any</div>	<div>Make a communication fast as possible</div> <div>It helps the customer to reach on time by knowing roadway condition</div>	<div>Customer will be able to travel their journey with more updates on trending</div>	<div>To provide a communication strategy in the smart city manner</div> <div>Helps to reach the destination safely on that time</div>	<div>To provide a congestion free traffic management</div>	
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Get new experience of smart city technology</div> <div>Visual effect makes highly interaction</div>	<div>Make a travel peaceful</div>	<div>Prediction of data gives them a fair understanding help them to travel with a level of speed</div>	<div>Flow of updates is quick and easy</div>	<div>Getting more information</div> <div>Make good attention into environment</div>	
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>It is so difficult to understand, who are unaware of signs</div>	<div>Accessing of information takes some time</div>	<div>Lack of notes converting the analysisation into confusing mode</div>	<div>Maintenance risky</div> <div>There is chance of error in the transfer of data</div>	<div>Is it trust worthy?</div>	
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Helps to traveler behavior towards the awareness of travel</div>	<div>Making the travel easy through the idea notification</div>	<div>Improve the road safety measures</div>	<div>Data is useful in understanding the road user behavior &amp; flow of traffic</div>	<div>To alert the drivers to reduce delay &amp; congestion while travelling time</div>	

