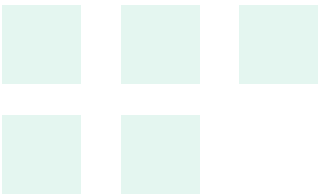


Signs With Smart Connectivity

For Better Road Safety



SCENARIO

Getting information of direction(road signs) and weather conditions

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?

Checking for road signs	Visit website or app	Choose a city, date and place	Displays respective temperature	View detail on path to travel and road signs
Most customers discover road signs and adjust the speed	A customer navigates to place by digital signs	The customer types a city,date and place to know about temperature to adjust speed	The customer sees available temperature for their current place and adjusts the temperature	Different options can be selected with the help of buttons.

They will check for direction	Complete traffic information	Complete information about lane change	Weather app sends data	Intimates the Person about direction
After deciding to go they will see firstly the direction	They will completely know about the traffic	They see a summary of Lane change during difficult situations	After receiving data vehicle will automatically controls the speed	If any sudden accident it will inform the customer about the route

Arrive at location	Meet the guide & group	Experience the tour
Using the directions and signs customer reached the destination	Tour participants meet the guide and other people who have joined the same tour	The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.

Leave the weather app	Gives good Directions	Reuse of the app
The customer will exit from the weather app as he reached the destination	People will think this has shown good directions and signs to reach a correct place	The customer will reuse it as it provided good results to them

People might use the same resource again	Use for weather check	Ask others to the same resource	Can reuse it for new destination
If they felt comfortable they may reuse it again	They normally usually use this app to check weather notifications	With their experience they will others to use the same app	They may also use the same resources for their further destinations

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 weather map can be used in any device such as Android, I Phone	Weather section of the website, iOS app, or Android app	Directions are visible digitally	Adjusts and displays the respective temperature through app	Using select button we can select the different settings
				The speed can be adjusted automatically.

The directions are described digitally	No need to pay anything	Just registering in the weather map app is essential	Registering can be done by gmail(email)	It also has safety and limited personal questions for registering
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It will definitely destines us to a correct place	Correct interaction with app	Weather map adjusts the speed automatically
		The interaction is made digitally

It indicates the place they are	Most safest resource to reach destination	Weather map is one of the best resource to check weather
It will tell us about the landmarks		To some degree, this is communicating indirect with the user

They feel the experience based on the working of an app	Recommendations span across website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)
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Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me in getting this direction	Help me in adjusting the speed	Help me in reaching the destination safe	Help me in getting road signs digitally	Help me understand what this is all about
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Help me commit to use this resource	Help me get through registration	Help me feel confident while using this app	Help me feel confident while vehicle speed is automatically adjusted	Help me make sure I dont miss my destination
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Help me feel confident about where to go and which the correct route is	Help me feel good about my decision to use this resource	Help me make the most of my journey to correct place
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Help me leave the journey with good feelings and no awkwardness	Help me spread the word about a great journey or provide watch-outs and feedback for one that was not so good
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Help me see what I've done before	Help me see what I could be doing next	Help me see ways to enhance my new journey
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Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

It's happy to see digital options	Adjusting speed according to temperature is very good
	Good experience

Excitement about theNext display ("Here we got")	It displays every thing digitally	Just registering in to app is enough
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Our experience is really good	People love the resource usage itself, we have a 98% satisfaction
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People generally leave driving feelingrefreshed and inspired
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People like looking back on their past driving	We think people like these recommendations because they have an extremely high engagement rate
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Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

People sometimes may forget to on the weather map	Several people expressed "information overload" as th y browse	People express a bit of fear of commitment at this step
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They may be in confusion

People expressed awkwardness about finding their route to destination	Sometimes people are matched up to the route which don't want to go
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People are unclear about their destination	Customers report feeling review fatigue	People describe s as it is really fearful
People feel peer pressure to use the corresponding resource	We feel sad in using this resource	

Areas of opportunity

How might we make each step

better?
What ideas do we have?

What
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v
e

others suggested?

If you don't follow this path immediately after your using the app could we send a follow-up?
Could we automatically adjust the speed?
Making easier and displaying digitally

Provide a simpler summary to avoid information overload

Shows the options to be selected

How might we make
our resource easily
identifiable

How might we make our resource easily identifiable

How might we make our resource easily identifiable

Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

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