


## CUSTOMER JOURNEY MAP

Team ID	PNT2022TMID29355
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.



Scenario

**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.

	 <b>Entice</b> <small>How does someone initially become aware of this process?</small>	 <b>Enter</b> <small>What do people experience as they begin the process?</small>	 <b>Engage</b> <small>As the core material in the process, what happens?</small>	 <b>Exit</b> <small>What do people typically experience as the process draws to a close?</small>	 <b>Extend</b> <small>What happens after the experience is over?</small>
 <b>Steps</b> <small>What does the person do, good, locally experienced?</small>	 <small>Start or trigger</small>	 <small>How is the process initiated?</small>	 <small>The primary activity of people experiencing the process</small>	 <small>Finishing product addition</small>	 <small>Repeat or re-engage</small>
 <b>Interactions</b> <small>What interactions do they have at each step along the way?</small> <ul style="list-style-type: none"> <li>• <b>People:</b> Who do they see or talk to?</li> <li>• <b>Places:</b> Where are they?</li> <li>• <b>Things:</b> What digital touchpoints or physical objects would they use?</li> </ul>	 <small>How is the process initiated?</small>	 <small>The customer follows a path through the process</small>	 <small>The customer interacts with the process</small>	 <small>The customer interacts with the process</small>	 <small>The customer interacts with the process</small>
 <b>Goals &amp; motivations</b> <small>At each step, what is a person's primary goal or motivation? ("Help me," or "Help me not to...")</small>	 <small>Getting started with the process</small>	 <small>Entering an initial phase of the process</small>	 <small>How is the process initiated?</small>	 <small>How is the process initiated?</small>	 <small>How is the process initiated?</small>
 <b>Positive moments</b> <small>What steps does a typical person find enjoyable, pleasurable, fun, satisfying, delightful, or useful?</small>	 <small>How is the process initiated?</small>	 <small>How is the process initiated?</small>	 <small>How is the process initiated?</small>	 <small>How is the process initiated?</small>	 <small>How is the process initiated?</small>
 <b>Negative moments</b> <small>What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?</small>	 <small>How is the process initiated?</small>	 <small>How is the process initiated?</small>	 <small>How is the process initiated?</small>	 <small>How is the process initiated?</small>	 <small>How is the process initiated?</small>
 <b>Areas of opportunity</b> <small>How might we make each step better? What ideas do we have? What have others suggested?</small>	 <small>How is the process initiated?</small>	 <small>How is the process initiated?</small>	 <small>How is the process initiated?</small>	 <small>How is the process initiated?</small>	 <small>How is the process initiated?</small>

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