

User journey

by the Design Team of Accenture Interactive NL



People
2–9

Time
30 min

Difficulty
Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, aka the stakeholder in your project. The information you add here should be representative of the observations and research you've done about your users.

Signs with smart connectivity
For better road safety

<div>●</div> <div>Phases</div> <div>High-level steps your user needs to accomplish from start to finish</div>	<div>ENTRY</div>	<div>ON BOARD</div>	<div>EXIT</div>	<div>REVIEW</div>
<div>●</div> <div>Steps</div> <div>Detailed actions your user has to perform</div>	<div>User asked to Know the signs</div> <div>the user should know the rules and regulations clearly</div> <div>Must know The Project setup</div>	<div>The digital Boards Display The signs Based on current Situation using Weather API</div> <div>the user can make use of these boards and travel without issues</div>	<div>Follow the signs</div> <div>Reached safely And the travel Becomes secured</div>	<div>The user should Share their Views and Experience with The current system</div> <div>The user can Express if any Features should Be Added to the system</div>
<div>●</div> <div>Feelings</div> <div>What your user might be thinking and feeling at the moment</div> <div>👍</div> <div>👎</div>	<div>Feel easier in Travelling As they are Informed in Case of any Risks and issue</div> <div>Will the Travel Becomes Tough?</div>	<div>Feeling relaxed As they are Alerted if any issues</div> <div>What I am Supposed to Do in bad Weather and Other conditions?</div>	<div>travelled with joy and reached their destination without any hurts</div> <div>What happens When this Dynamic System does Not exist?</div> <div>Why The road Travel becomes Difficult even in The digitalized Generation?</div>	<div>Thankful for The immediate Solution for Dynamic conditions</div> <div>Why can't I reach My destination On time and Without any Problems?</div>
<div>●</div> <div>Pain points</div> <div>Problems your user runs into</div>	<div>They don't have A clear view And awareness About sign System</div>	<div>Due to static sign system the dynamic signs cannot be figured out to the user</div>	<div>their travel time and damages increases</div>	<div>road travel gets tougher by the sudden unusual weather and environmental conditions</div>
<div>●</div> <div>Opportunities</div> <div>Potential improvements or enhancements to the experience</div>	<div>Awareness can Be created Among public About signs and dynamic system</div>	<div>Proceeding a Clear set of Display signs According to the Environment in Which it is implemented</div>	<div>The system can Be speeded up By reducing the Reaction time For the circumstances</div> <div>set of signs can be prepared and published for every possible situations</div>	<div>Special signs for Usual situations Like vehicle indication On turnings, ads During Traffic etc., can Be added to system</div>

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