PROJECT DESIGN PHASE - II

CUSTOMER JOURNEY MAP

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.

Created in partnership with

Product School

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.

TIP
As you add steps to the experience, move each these "moments" left or right depending on the scenario you are documenting.

Scenario: Browsing, booking, attending, and rating a local city tour

	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?	Public can be made aware of this technology through the internet. · This can be advertised through awareness on TV etc. · Persons can be alerted on a social media in case of a change occurrence. · Throughphone can be made mindful of this through social media platforms.	Public will train calm and warm reaction in energy their way. · Traffic police may feel it easing on their actions.	Drivers may initially find it difficult to get started with the technology. · It will remove the problem like accident rate and also research a safer environment journey.	Sign sheets are updated based on changing environmental conditions. · Weather figures is provided to allow people plan accordingly. · Heavy traffic areas are recognized and informed to avoid these routes. · Hospitals and school zones are identified in advance to act accordingly.	Helps in maintaining good relationship between driver and customer. · With this drivers are less chafed and angry. · Both clients and drivers are peaceful and cheerful with experience. · Will be recommended to others by those who have been benefitted.
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?	There can be available in mass operations looking in apps. · They can be made across the the UBER etc. · They can remove the added as a features in google maps.	Planning becomes more simple with weather for cost. · Helps in repairing time and vitality for both public and drivers.	Public will recognize and utilize traffic free roads. · Accident rate will be reduced to a greater extend and thus promotes safety.	Aids open to plan according to traffic and weather condition. · Traffic police are helped with this in maintaining the traffic. · Makes it simple for drivers to choose on better courses based on conditions.	Makes a difference to program coordination. · It's awesome makes for those who travels long distance. · It makes a difference to plan according to traffic and weather.	Promotes security and reduce accidents.
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	The essential objective is to reach a huge group of people · To offer assistance drivers in detecting dangers and reach destination on time. · To reduce distance everybody to save time and energy and save money.	To extend services even more bigger. · To include more features to have further advancement.	To more forward efficiency and to have better accuracy. · To make the process more guided and easy to use.	The progress of the dissatisfie customers compliant about. · To act as per needs and requirements. · To reach or achieve maximum customer satisfaction.	To pull in more drivers towards this technology.
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Simple to handle and use the technology. · User friendly and better customer interaction.	One time investment which requires less maintenance. · Our surroundings becomes accident free and traffic free.	Reduce global warming include to reduce pollution. · Helps to recognize the school,hospitals,etc.	Happy and satisfied customers as well as drivers. · Benifits the drivers, customers, public,police.	Gives better visibility of the signs.
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	May be not well received from the general open or showing less intrest. · There are chances for individuals to misuse the opportunity.	Individuals may neglect this advancement initially. · This may have low efficiency and high control.	It may have low efficiency and high control. · In some cases it happens to malfunctions.	May be the investment cost in high to manage by common individuals. · It can have network issues. · Can be influenced by network and technical issue at times.	The framework may get disturbed by natural calamities and other disasters.
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	To urge recognised by the traffic control and street safety division. · To pick up help from government and to presented new plans for it.	Can be actualized with naturally recognizing the the speed and creating warning. · Can recommend them with substante courses in case of preoccupation.	To create it indeed within the nerappearance of web. · Attempt to have most extreme exactness for better results.	To create it available to utilize by anyone and everyone. · To have anytimme and anywhere get go. · To create this available even in rustic areas	To form it available to common individuals.