Project Design Phase-II
Customer Journey Map

Team ID	PNT2022TMID13629
Project Name	Traffic and Capacity Analytics for Major Ports.

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?		Login How do they enter to use?			Onboarding and First Use How can they feel successful?			
Actions What does the customer do? What information do they look for? What is their context?	Views the traffic and capacity details of the ports		Choose user type	Enter into the dashboard		Explore the dashboard options	Use filters to customize the view of traffic at ports	Check delays due to traffic	Track status of rails in the ports
Needs and Pains What does the customer want to achieve or avoid?	I want to view rail traffic status at each port	Will I get properly predicted congestion?	I get specialised options to work on	I don't give up any personal data	I worry about having to pay before trying	I can handle the transportation of rails across the ports smoothly	I can predict traffic and avoid congestion in future	I can track capacity and status of rails at each port	I want some plots to be described in detail
Touchpoint What part of the service do they interact with?	Government portal	Organization portal	Login page			Dashboard	Filter and menu options	Visualization charts	
Customer Feeling What is the customer feeling?	🤯		😌			🙂			