




<b>Journey Steps</b> Which step of the experience are you describing?	<b>Discovery</b> Why do they even start the journey?	<b>Registration</b> Why would they trust us?	<b>Onboarding and First Use</b> How can they feel successful?	<b>Sharing</b> Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div data-bbox="506 316 622 434">For the better safety for the users or the travellers on the road</div>	<div data-bbox="848 316 965 434">As per the recent reports the rate of accidents is reduced</div> <div data-bbox="999 316 1115 434">Provide quality of service by improving life security</div>	<div data-bbox="1305 316 1422 434">By reducing the rate of % accidents accuring every calender year</div> <div data-bbox="1512 316 1628 434">Perfect interface for determining the traffic in the locality</div>	<div data-bbox="1890 316 2007 434">To reduce traffic and accidents and to improve safety in global scale</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div data-bbox="445 507 562 625">To avoid accidents caused due to high speed and weather changes</div> <div data-bbox="584 507 701 625">To save our time which is being wasted during travel due to traffic</div>	<div data-bbox="931 507 1048 625">Essential buildings, institutions such as health centers, hospitals, hotels etc.</div>	<div data-bbox="1413 507 1529 625">The officials who are maintaining the interface are responsible in providing faster service in case of emergency</div>	<div data-bbox="1890 507 2007 625">The government officials has to take measures in implementing the smart sign board in all states to improve the road safety</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div data-bbox="510 687 624 805">They interact with the government officials, users and all the officials who are in charge for the traffic control</div>	<div data-bbox="931 687 1048 805">Web App/ user interface</div>	<div data-bbox="1314 687 1429 805">Smart sign boards</div> <div data-bbox="1512 687 1626 805">Sensors - Temperature sensor</div>	<div data-bbox="1805 687 1919 805">Marketing Strategies - Advertisements</div> <div data-bbox="1995 687 2110 805">Awareness to be provided by the officials</div>
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the <b>emoji app</b> to express more emotions</i>	<div data-bbox="537 887 586 938"></div>	<div data-bbox="963 887 1012 938"></div>	<div data-bbox="1449 887 1498 938"></div>	<div data-bbox="1942 887 1991 938"></div>
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	<div data-bbox="412 1098 714 1193">By improving the metrics of quality and quantity of already existing road signs in an smart and digital manner using IOT</div>	<div data-bbox="808 1098 1111 1193">Increase a leading metric by improving easy understandability and find new methods for promotion among the users</div>	<div data-bbox="1252 1090 1561 1201">Decrease the faults in the user interface which can improve the functionality</div>	<div data-bbox="1780 1090 2089 1201">Increase the number of awareness programs conducted by the officials, promote it through various mass medias</div>
<b>Process ownership</b> Who is in the lead on this?	<div data-bbox="506 1273 618 1385">Government officials who are responsible for traffic control</div>	<div data-bbox="934 1273 1043 1385">Government officials and users</div>	<div data-bbox="1408 1270 1518 1385">Weather changes, government officials, users</div>	<div data-bbox="1899 1273 2009 1385">Users who are connected through social media</div>