

Project Design Phase-II

Customer Journey

Date	08 October 2022
Team ID	PNT2022TMID30265
Project Name	Signs with smart connectivity for better road safety
Maximum Marks	4 Marks

Customer Journey:

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.

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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.

Scenario Browsing, looking, attending, and riding 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? Drive safely and drive slowly make more safety locally	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? At the dangerous area By the user	Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") Solution for Dangerous area in Road safety Monitoring each and every time is there any deviation in Weather Monitor the Road and weather condition continuously	Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? User suggestions Public suggestions User friendly alert by message to user it regularly monitored using IOT Device	Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? Hard to find better weather condition Difficult to monitor Weather on every time Many factors increase the risk of traffic crashes and injury Clouds of sand can also significantly reduce visibility A driver can respond by slowing down to hazards can dynamically reroute towards safer	Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? Have a analysis about weather condition at current location In this situation we use iot weather sensor Avoid driver fatigue by keeping the vehicle well ventilated Using an mobile application for weather identification Opportunity to improve safety,efficiency and convenience for everyone