

PROJECT DESIGN PHASE -II

CUSTOMER JOURNEY MAP

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Team ID	PNT2022TMD32979
Project Name	Signs With Smart Connectivity For Better Road Safety

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, 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?	Signs are noticed	Power on signpost should be stable	The signposts varieties of products are available and it entertains the user	Following product instructions	Repeat to a neighborhood
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	The customer believes it will assist in improving the state of the road	The customer believes that it will last for long time	The customer believes that it is a driver's option will be offered	They will find it simple and easy to select a product	They believe that products will be easy to use
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Using action and concerning for road safety	Selecting an efficient product to ensure improve road safety	Other products are available including other signs	Signs boards are more efficient than black boards	Following product instructions
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The customer is surprised by a successful road safety	Other products will be made known to the customer	It only requires minimum space	People generally feel secured while using our connectivity	The signposts which products is the same
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The board will not be enjoyable for the customer and no connectivity	Signs products are not efficient products	Which is not a correct	Still use and maintain	Lack of understanding
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	The government must not worry about their safety after the installation	The signposts in terms of products are available and it entertains the user	The government will not be concerned about the safety after installing the signs	It is government required the product after installing the signs	The travel will be enjoyable for customer