


<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="490 325 609 461">For the safety of drivers and travellers on the road.</div>	<div data-bbox="848 325 967 461">The average percentage of accidents is reduced substantially.</div> <div data-bbox="1005 325 1128 461">Waiting time is saved.</div>	<div data-bbox="1330 325 1449 461">This system helps in avoiding accidents.</div> <div data-bbox="1550 325 1664 461">It helps in providing directions in case of traffic jam.</div>	<div data-bbox="1942 325 2060 461">This product can be installed by the Government and road authorities but it can be shared by the customers/drivers too.</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="425 545 544 681">To avoid accidents caused due to high speed.</div> <div data-bbox="571 545 689 681">To avoid time wastage cause of high traffic.</div>	<div data-bbox="936 545 1055 681">Essential service numbers like ambulance, police etc are displayed.</div>	<div data-bbox="1440 545 1565 681">It is upto the web app handler and the Government to monitor the situation and act fast in case of emergency</div>	<div data-bbox="1937 545 2065 681">It can be shared among Government officials of different states so as to improve their road safety.</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div data-bbox="492 748 616 884">They interact with the National highway Authority of India.</div>	<div data-bbox="934 748 1057 884">Web app</div>	<div data-bbox="1339 748 1456 884">Signboards</div> <div data-bbox="1543 748 1657 884">Sensors</div>	<div data-bbox="1856 748 1971 884">Marketing strategies</div> <div data-bbox="2047 748 2168 884">Recommendation from other Government 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="524 979 573 1035"></div>	<div data-bbox="969 979 1019 1035"></div>	<div data-bbox="1476 979 1525 1035"></div>	<div data-bbox="1991 979 2040 1035"></div>
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	<div data-bbox="389 1222 707 1329">Increase/decrease a leading metric by improving awareness or introducing more budget.</div>	<div data-bbox="806 1222 1122 1329">Increase/decrease a leading metric by improving easy understandability or introducing pamphlets.</div>	<div data-bbox="1272 1222 1594 1339">Increase/decrease a leading metric by improving the problems and backlogs that can be seen or introducing new ideas.</div>	<div data-bbox="1825 1222 2148 1339">Increase/decrease a leading metric by improving various marketing strategies or introducing new ways to make a lot of people aware of this technology.</div>
<b>Process ownership</b> Who is in the lead on this?	<div data-bbox="492 1423 604 1552">Government and Road safety(NHAI)</div>	<div data-bbox="934 1423 1048 1552">Government and Drivers</div>	<div data-bbox="1431 1423 1545 1552">Government ,drivers and natural weather change</div>	<div data-bbox="1946 1423 2056 1552">Government officials and drivers, who can use social media</div>

