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.

Product School

Created in partnership with

SIGNS WITH SMART CONNECTIVITY FOR BETTER ROAD SAFETY

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CUSTOMER JOURNEY

MAP

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?	Travelling passengers can fell safe during night times Passengers on seeing sign boards alert themselves This usually helps in preventing accidents	People can travel with much confidence hoping for every signal from smart signboards Passengers can travel safely while ensuring the come to know all the details about it.	Smart signboards detect various dangers and alert travellers IoT detects various danger elements like an obstacle in between the road and alerts about it. Connecting IoT devices to the Watson IoT platform and exchanging the data and to display values. Web Application through which the user interacts with the device.	As this process finishes, the passengers reach their destination safely Web app gives updates on the present conditions of the environment This project is built to ensure safety of the passengers while travelling	Passengers reach their destination safely and the objective is achieved Users get to experience more on this project and they tend to use it often
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?	People feel safety on following each of this step by step. Passengers are prior informed about the condition of the nature They often meet with certain difficulties while travelling, all are dismissed.	Passengers are prior informed about the condition of the nature The co-passengers are not missed as well they are also kept safe The passengers meet with many obstacles which are not visible and are dangerous	Based on the weather changes the speed may increase or decrease. Based on the traffic and fatal situations the diversion signs are displayed. Guide(Schools), Warning and Service(Hospitals, Restaurant) signs are also displayed accordingly.	Different modes of operations can be selected with the help of buttons. OpenWeatherMap API Service gives updates on climate	The number of connected devices continues to increase day-by-day. With the availability of low-cost hardware like sensors. The passengers interact with various devices like web app API, node-red and IoT watson assistant.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	The passengers should feel safe while travelling is the main objective of this project. The passengers always travel with security after implementation of this project	The passengers often meet with unexpected accidents while travelling, we avoid this The people are beloved and to lose them due to accidents causes mental damage	IBM Watson IoT Platform is a managed, cloud-hosted service designed to make applications Node-RED is a programming tool for wiring together hardware devices IBM Cloudant is a scalable, distributed cloud database based on Apache CouchDB	provides development platforms allowing users to develop applications with direct connection to the IBM Watson IoT platform APIs and online services in new and interesting ways.	IBM Watson IoT Platform is a fully managed, cloud-hosted service that makes it simple to derive value from Internet of Things (IoT) devices. In cloudant dbdon't need to define your schema before writing data to the database.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It saves us a lot of time. Information is easily accessible, Improved productivity of staff and reduced human labor Minimize human effort	Information is easily accessible, even if we are far away from our actual location, and it is updated frequently in real time. It saves us a lot of time. Information is easily accessible,	IoT applications in everyday life include smart wearables, smart health monitoring traffic monitoring: dynamic handling of traffic signals based on traffic density ultrasonic sensors and has two modules: one for vehicle monitoring and other for priority management Inform drivers about road hazards with timely warnings.	Send safety alerts to traffic management centers. Share data on road conditions among vehicles. IoT monitoring analyzes data, provides insights, informs you of any issues	It saves us a lot of time. Information is easily accessible, It saves us a lot of time. Information is easily accessible,
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Hackers may gain access to the system and steal personal information. Since we add so many devices to the internet, there is a risk that our information as it can be misused. They rely heavily on the internet and are unable to function effectively without it.	With the complexity of systems, there are many ways for them to fail. We lose control of our lives—our lives will be fully controlled and reliant on technology.	Overuse of the Internet and technology makes people unintelligent because they rely on smart devices Unskilled workers are at a high risk of losing their jobs, which could lead to unemployment It is very difficult to plan, build, manage, and enable a broad technology to IoT framework.	Deploying IoT devices is very costly and time-consuming. Connectivity and power dependence	Lack of computational capacity for efficient built-in security. Even the most robust internet-enabled technology is susceptible to hackers, meaning your information is vulnerable.
Areas of opportunity How might we make each step better? What ideas do we have?	Data analytics (DA) is the process of examining data sets in order to find trends and draw conclusions about the information they contain. IoT allows the integration of sensors and devices with objects that remain connected to the Internet through fixed and wireless networks The IoT professionals work on the core problems like cybersecurity that can help users to prevent any malicious programs or hacks.	The devices consist of energy modules, power management modules, RF modules, and sensing modules. The user interface consists of the features by which a user interacts with a computersystem. In a typical IoT system, a sensor may collect information and route to a control center	An embedded system is a combination of computer hardware and software designed for a specific function Artificial intelligence of things (AIoT) is the combination of artificial intelligence (AI) technologies and the internet of things (IoT) infrastructure. Advances to the industrial internet will be accelerated through increased network agility, the Internet of Things refers to the rapidly growing network of connected objects that are able to collect and exchange data	IoTs can analyze the best time to water level by collecting the data through sensors. IoT solutions streamline existing processes across manufacturing, supply chain, production, and other industries IoT creates excessive communication between inexpensive sensors in the IoT which means even greater connectivity	Cloud computing and the IoT both serve to increase efficiency in our everyday tasks, and the two have a complimentary relationship IoT helps in dynamic handling of traffic signals based on traffic density

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