






Project Design

Phase-II

Customer Journey map

Date	14 October 2022
TeamID	PNT2022TMID14030
ProjectName	Project- Signs with Smart Connectivity for Better Road Safety
MaximumMarks	4Marks

Customer Journey Map

Journey steps Which steps of the experience are you describing?	MOTIVATION	INFORMATION GATHERING	ANALYZES VARIOUS PRODUCTS	CHOOSES THE MOST EFFICIENT PRODUCT	PAYMENT
actions What does the customer do? What information do they look for? What is their context?	Wants to reduce the fear about road safety.	Want to choose an efficient product to ensure safety.	Available other products are static boards	Smart boards are more efficient rather than traditionalboard.	After the product satisfaction.
Touch point What part of the service do they interact with?	The buyers feelexcited.	After the installation, noneed to worry much about road safety.	The user amuse by various typeof products available.	After getting this road safety can be improved	After the product success, governmentcan getit.
Customer feeling What is the customer feeling?					
Opportunities What could we improve or introduce?	The customer gets the better roadsafety.	The customer known aboutthe process ofproduct.	The customer willbe aware of other product.	Thecustomercomes to know which product is bestone.	The customer will enjoy the journey