




**Project Design Phase-II
Customer Journey Map**

Date	18 October 2022
Team ID	PNT2022TMID40200
Project Name	Project – Traffic and Capacity Analytics for Major Ports.

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Login How do they enter to use?	Onboarding and First Use How can they feel successful?
Actions What does the customer do? What information do they look for? What is their context?	<div data-bbox="701 360 808 459">Views the traffic and capacity details of the ports</div>	<div data-bbox="1111 360 1218 459">Choose user type</div> <div data-bbox="1267 360 1375 459">Enter into the dashboard</div>	<div data-bbox="1512 360 1619 459">Explore the dashboard options</div> <div data-bbox="1657 360 1765 459">Use filters to customize the view of traffic at ports</div> <div data-bbox="1805 360 1912 459">Check delays due to traffic</div> <div data-bbox="1951 360 2058 459">Track status of rails in the ports</div>
Needs and Pains What does the customer want to achieve or avoid?	<div data-bbox="627 560 734 659">I want to view rail traffic status at each port</div> <div data-bbox="772 560 880 659">Will I get properly predicted congestion?</div>	<div data-bbox="1034 560 1142 659">I get specialised options to work on</div> <div data-bbox="1180 560 1288 659">I don't give up any personal data</div> <div data-bbox="1326 560 1433 659">I worry about having to pay before trying</div>	<div data-bbox="1512 560 1619 659">I can handle the transportation of rails across the ports smoothly</div> <div data-bbox="1657 560 1765 659">I can predict traffic and avoid congestion in future</div> <div data-bbox="1805 560 1912 659">I can track capacity and status of rails at each port</div> <div data-bbox="1951 560 2058 659">I want some plots to be described in detail</div>
Touchpoint What part of the service do they interact with?	<div data-bbox="544 735 739 834">Government portal</div> <div data-bbox="768 735 963 834">Organization portal</div>	<div data-bbox="1180 743 1288 842">Login page</div>	<div data-bbox="1512 743 1619 842">Dashboard</div> <div data-bbox="1720 743 1827 842">Filter and menu options</div> <div data-bbox="1901 743 2009 842">Visualization charts</div>
Customer Feeling What is the customer feeling?	<div data-bbox="728 938 781 986"></div>	<div data-bbox="1202 938 1256 986"></div>	<div data-bbox="1747 938 1800 986"></div>