

CUSTOMER JOURNEY MAP

DATE	7 -11- 2022
TEAM ID	PNT2022TMID52163
PROJECT NAME	Signs with smart connectivity for better road safety
MAXIMUM MARKS	2 marks

	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
OBJECTIVES	To study the causes of accidents and suggest corrective measures at potential location.	To encourage all the travelers to follow the traffic rules and wear helmets and seat belts while driving.	The most important objective is to reduce accidents with considerable speed and the pedestrian should be considered as an element not obstruction.	Road safety refers to the measures which must be. adopted by everyone while using roads.	Contributing to national and global efforts to prevent death and serious injury in road crashes.

NEEDS	The people who are driving vehicles should have a license and proper knowledge about traffic rules and signals.	Road Safety is to educate all road users in the proper and safe use of roads in order to change user attitudes and behaviour and to stimulate an awareness of the need for improvement	Always stop, look, listen and think before crossing a road, and use pedestrian crossings wherever possible	The vehicle coming from the right has right of way over the one coming from the left at the round about.	Pedestrians should know the rules of the road so that they may see the right way of vehicles.
FEELINGS	Stress, fear, anxiety, and other emotional states of mind can and will impair your driving ability.	Shock, compassion, dismay, curiosity, sadness, fear or insecurity are strong emotional reactions that can arise in confrontations with an accident	Take Some Deep Breaths. Deep breathing isn't just for meditation and yoga class; it can also truly help calm your nerves in emotional situations.	Different networks in the brain can create the same emotion.	The most frequent emotion was joy, followed by love and anxiety.
BARRIERS	Road safety barriers are effective road restraint systems that have been effectively preventing a number of mishaps every day.	The most common barrier used for driving is a speed bump.	Steel W-beam safety barriers are semi-rigid and made of steel rails mounted on posts that are designed to break when struck by a vehicle.	Physical barrier means a continuous raised barrier, raised median island or curb installed in a roadway.	The purpose of a barrier is to prevent the penetration of an area by intruders.