| Journey Steps
Which step of the experience are you describing? | Discovery
Why do they even start the journey? | Registration
Why would they trust us? | Onboarding and First Use
How can they feel successful? | Sharing
Why would they invite others? |
|---|---|---|---|---|
| **Actions**
What does the customer do? What information do they look for? What is their context? | For the safety of drivers and travellers on the road. | The average percentage of accidents is reduced substantially. / Waiting time is saved. | This system helps in avoiding accidents. / It helps in providing directions in case of traffic jam. | This product can be installed by the Government and road authorities but it can be shared by the customers(i.e)drivers too. |
| **Needs and Pains**
What does the customer want to achieve or avoid?
Tip: Reduce ambiguity, e.g. by using the first person narrator. | To avoid accidents caused due to high speed. / To avoid time wastage cause of high traffic. | Essential service numbers like ambulance, police etc are displayed. | It is upto the web app handler and the Government to monitor the situation and act fast in case of emergency | It can be shared among Government officials of different states so as to improve their road safety. |
| **Touchpoint**
What part of the service do they interact with? | They interact with the National highway Authority of India. | Web app | Signboards / Sensors | Marketing strategies / Recommendation from other Government officials |
| **Customer Feeling**
What is the customer feeling?
*Tip: Use the **emoji app** to express more emotions* | 🤔 | 😇 | 😃 | 😍 |
| *Backstage* | | | | |
| **Opportunities**
What could we improve or introduce? | Increase/decrease a leading metric by improving awareness or introducing more budget. | Increase/decrease a leading metric by improving easy understandability or introducing pamphlets. | Increase/decrease a leading metric by improving the problems and backlogs that can be seen or introducing new ideas. | Increase/decrease a leading metric by improving various marketing strategies or introducing new ways to make a lot of people aware of this technology. |
| **Process ownership**
Who is in the lead on this? | Government and Road safety(NHAI) | Government and Drivers | Government ,drivers and natural weather change | Government officials and drivers, who can use social media |