

## Project Design Phase-II

### Customer journey map

Date	07 NOVEMBER 2022
Team ID	PNT2022TMID31677
Project Name	Project – Signs with smart connectivity for better road safety
Maximum Marks	4 Marks

#### Reference link:

<https://app.mural.co/invitation/mural/poornasworkspace9596/1666347559782?sender=u97b95385f25e2ea5a77d8379&key=4442e33e-bfe6-4042-a994-eb72733be302>

Journey Steps Which step of 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?
<b>Action</b> What does the customer do? What information do they look for? What is their context?	Better safety on road for Travellers	Provide quality of service by improving security	avoiding accidents every day	To avoid accidents and provide safety measures
<b>Needs and plans</b> What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	To save our time in the traffic while travelling To avoid accidents due to high speed and weather conditions	Buildings, institutions such as health care centers, hospitals, hotels are very important As per the recent reports the rate of accidents is reduced	The head who are maintaining the interface are responsible in providing service faster	The officials has to take necessary measures in implementing the sign boards
<b>Touchpoint</b> Which part of the service do they interact with?	They interact with government officials, users and all the officials who are in charge of traffic control	Web application or UI	Smart sign boards with the traffic signs Temperature sensor is used	Advertisements are used as marketing strategies Awareness are given by head
<b>Customer Feeling</b> <b>How</b> is the customer expression? Tip: Use the <b>emoji app</b> to express more emotions.	🤔	😊	😄	😍
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	By improving the quality of already existing road signs	Improving easy understandability and finding new methods	Decrease the mistakes in UI	Increase the number of awareness programs to avoid traffic
<b>Process ownership</b> Who is in lead on this?	Govt officials are responsible for traffic control	Officers and users	Government officers, users	Users in the social media