

## Signs with Smart Connectivity for Better Road Safety :

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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 better safety for the users of the travellers on the road	As per the recent reports the rate of accidents Provide quality of service by improving life security	By reducing the rate of % accidents occurring every calendar year Perfect interface for determining the traffic in the locality	To reduce traffic and accidents and to improve safety in good scale
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrative.	To avoid accidents caused due to high speed and weather changes To save our time which is being wasted during travel due to traffic	Essential buildings/institutions such as health centers, hospital, hotels etc.	The officials who are maintaining the interface are responsible in providing faster service in case of emergency	Government officials who are responsible for maintaining the interface
Touchpoints What part of the service do they interact with?	They interact with the government officials/users and all the officials who are in charge for the traffic control	Web App/ user interface	Smart sign boards Sensor - Temperature & sensor	Marketing strategies - Advertisements Awareness to be provided by the officials
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😊	😊	😊	😊
Blueprint	By improving the metric of quality and quantity of already existing road signs in a smart and digital manner using IoT	Increase a leading metric by improving easy understandability and find new methods for promotion among the users	Decrease the faults in the user interface which can improve the functionality	Increase the number of awareness programs conducted by the officials.promote it through various mass medias
Opportunities What could we improve or introduce?	Increase/decrease	Increase/decrease	Increase/decrease Weather changes, government officials,users	Increase/decrease
Process ownership Who is in the lead on this?	Government officials who are responsible for traffic control	Government officials and users	Weather changes,government officials,users	Users who are connected through social media

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