

PROJECT DESIGN PHASE -II

CUSTOMER JOURNEY MAP

Team ID	PNT2022TMID25209
Project Name	Signs With Smart Connectivity For Better Road Safety

Template:

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

Product School

[Share template feedback](#)

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage Is the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Users are enticed	People consumption should be made	The customer's selection of products are available and it captures the user	Following product selection	Buyers is a delight
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	The customer's selection of products are available and it captures the user	The customer's selection of products are available and it captures the user	The customer's selection of products are available and it captures the user	They will find it simple and easy to select a product	They believe that product can be easy to use
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Using action and concerning for usability	Selecting an efficient product, making it improve and safety	Other products are available making other users	Other products are available making other users	Other products are available making other users
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The customer is overwhelmed with emotional road safety	Other products will be made known to the customer	It only makes them more aware	People generally have positive feelings about the connectivity	The user wants which product is the best
Negative moments What steps does a typical person find frustrating, confusing, expensive, costly, or time-consuming?	The user will make a mistake or not understand the user's needs	Other products will be made known to the customer	Other products will be made known to the customer	Other products will be made known to the customer	Other products will be made known to the customer
Areas of opportunity Where might we make each step better? What does our user have? What have others suggested?	The government might not want to pay for the product	The government might not want to pay for the product	The government might not want to pay for the product	The government might not want to pay for the product	The government might not want to pay for the product