

PROJECT DESIGN PHASE -II

CUSTOMER JOURNEY MAP

Team ID	PNT2022TMID38841
Project Name	Signs With Smart Connectivity For Better Road Safety

Template:

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.

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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	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour					
Steps What does the person (or group) typically experience?	Users are engaged	Power consumption should be stable	The numerous variables of products are accessible and it entertains the user	Following product activation	Review is a highlight
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 believes it will assist in improving the state of the road	The customer believes that it will not be too long to run	The customer believes that a driver's behavior will be affected	They will find it simple and easy to select a product	They believe that product will be easy to use
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Testing action and concerning for usability	Selecting an efficient product in order to improve road safety	Other products are available including some games	Smart boards are more efficient than static boards	Reducing product activation
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The customer is attracted from increasing road safety	Other products will be made known to the customer	It only requires minimum space	People generally have good time while using our connectivity	The user learns which product is the best
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The issue will not be responsible for the customer with no connectivity	Poor graphics and insufficient payment process	Vehicle in incorrect condition	Still view and moving	Lack of understanding
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	The government need not worry about that's already after the installation	The numerous variables of products are accessible and it entertains the user	The government will not be concerned about the user after activating this	The government requires the product after completing work	The issue will be responsible for the customer