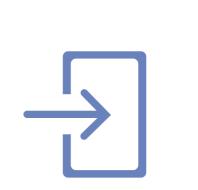




How does someone initially become aware of this process?



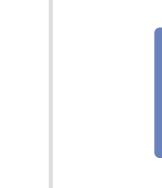
#### **Enter**

What do people experience as they begin the process?



# Engage

In the core moments in the process, what happens?



## **Exit**

What do people typically experience as the process finishes?

People have

information with

instruction



# **Extend**

What happens after the experience is over?

What does the person (or group) typically experience?



Customer must have right attitude about driving

They were get ready to follow a note that guides a direction towards safety

Get pre-idea of road infrastructure

Road display condition of road will be updated with the help of rain drop sensor

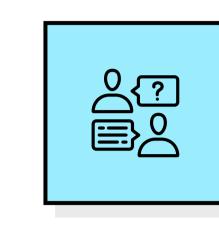
Provide a collection of data about traffic area

Speed limits also be submitted

regard to publicized

Less than power and automatic updates are displayed

Record traffic offenses & provide existing data

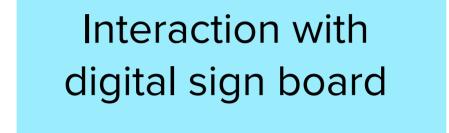


## Interactions

each step along the way?

What interactions do they have at

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



Sign boards placed mostly on demand areas

Features include access about the traffic

People will get updated with the traffic situation

Provide prefunctional record of specific voice note

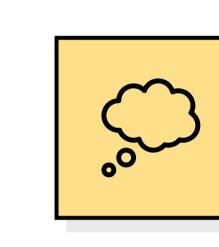
Collecting information displayed on LED display

Dynamic sign board system helps to allow people predicting day to day complexities

Updates are done with less man power & auto-updates through sensors

Maintaining road events & displayed even in dark & low light area

Provides flexible services along long distances



### **Goals & motivations**

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Helps to know road condition is safe or not

Helps to know the speed limit and other update if any

Make a fast as possible

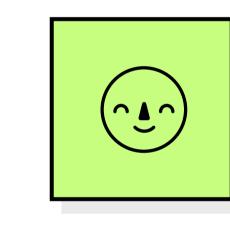
It helps the customer to reach on time by knowing roadway condition

Customer will be able to travel their journey with more updates on trending

To provide a communication strategy in the smart city manner

Helps to reach the destination safely on that time

To provide a congestion free traffic management



#### **Positive moments**

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Get new experience of smart city technology

Visual effect makes highly interaction

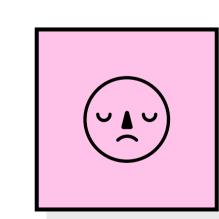
Make a travel peaceful

Prediction of data gives them a fair understanding help them to travel with a level of speed

Flow of updates is quick and easy

Getting more information

Make good attention into environment



# **Negative moments**

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

It is so difficult to understand, who are unaware of signs

Helps to traveler

behavior towards

the awareness of

Accessing of information takes some time

Making the travel easy through the idea notification

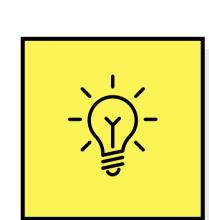
Lack of notes converting the analysation into confusing mode

Improve the road safety measures

Maintenance risky

There is chance of error in the transfer of data

Is it trust worthy?



## How might we make each step

Areas of opportunity

better? What ideas do we have? What have others suggested?

Data is useful in understanding the road user behavior & flow of traffic

To alert the drivers to reduce delay &congestion while travelling time