

Journey Steps Which step of the experience are you describing?	Importance and guidance <i>Why do they use it?</i>	Rules and regulations <i>What rules should they follow?</i>	Onboarding and First Use <i>How can they feel successful?</i>	Sharing <i>Why would they invite others?</i>
Actions What does the customer do? What information do they look for? What is their context?	<div data-bbox="516 453 716 655"> To minimise accidents and to ensure better traffic flow, as well as reducing roadside hazards </div>	<div data-bbox="942 481 1088 631">To reduce the speed limit</div> <div data-bbox="1108 481 1256 617">Practising road safety measures is very good & safe</div> <div data-bbox="1273 481 1419 617">Everyone should apply for two-wheeler insurance from their dealers</div>	<div data-bbox="1470 491 1616 631">Avoid the drowsiness while driving</div> <div data-bbox="1639 491 1785 631">Keep a safe distance from the vehicle ahead</div> <div data-bbox="1804 481 1950 617">Drive in the prescribed speed limit</div> <div data-bbox="1973 491 2119 631">Road safety involves all the road and rules regarding pedestrian and vehicle users</div>	<div data-bbox="2170 460 2344 638">Don't drive in excessive speed since hill routes may be narrow</div> <div data-bbox="2401 460 2593 638">Non-adherence to lane driving and overtaking in a wrong manner</div> <div data-bbox="2624 460 2816 638">Stay away from distractions such as phone ,eating and so on.</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div data-bbox="431 715 588 869">To achieve better road safety</div> <div data-bbox="659 715 808 869">To avoid road accidents</div>	<div data-bbox="928 715 1082 869">Obeying the traffic rules</div> <div data-bbox="1105 715 1250 869">Avoid over speeding and following speed limits</div> <div data-bbox="1279 715 1425 869">Use of seat belts and helmets and avoid of drink and drive</div>	<div data-bbox="1470 729 1616 869">Improving visibility appropriate headlights and road lightings</div> <div data-bbox="1639 729 1785 869">Use your mirrors to stay aware</div> <div data-bbox="1804 729 1950 869">service your car regularly</div> <div data-bbox="1973 729 2119 869">Always drive in safe and responsible way to avoid accident</div>	<div data-bbox="2193 729 2367 897">Avoid slips and falls</div> <div data-bbox="2421 729 2581 897">Limit your passengers</div> <div data-bbox="2630 729 2798 897">Be ware of electrical hazards</div>
Touchpoint What part of the service do they interact with?	<div data-bbox="536 935 716 1107">Advise patients of the effects of drugs and medication on road user performance.</div>	<div data-bbox="951 942 1088 1079">To avoid distractions</div> <div data-bbox="1122 942 1259 1079">Never run on busy road and crossing time</div> <div data-bbox="1293 942 1428 1079">Never stick hands outside the vehicles</div>	<div data-bbox="1487 942 1625 1079">Take steps both to reduce and prevent accidents</div> <div data-bbox="1659 942 1796 1079">Maintain the right distance to the vehicle in the front</div> <div data-bbox="1830 942 1967 1079">Don't slow down on bend and turn in the road</div> <div data-bbox="1990 942 2127 1079">Driver assistance system such as electronic stability control</div>	<div data-bbox="2181 935 2339 1093">Advise patients of the effects and medication on road user performance</div> <div data-bbox="2410 935 2581 1093">Never do the multitask while walking on roads</div> <div data-bbox="2658 935 2816 1093">Pay attention to horns to be aware of a vehicle near you</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
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