

PROJECT DESIGN PHASE -II

CUSTOMER JOURNEY MAP

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Team ID	PNT2022TMID08723
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.

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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	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?	
Steps What does the person (or group) typically experience?	Users are engaged	Point consumption is made to date	The business benefits of products are accessible and it returns the user	Involving product selection	Users are engaged	
Interactions What interactions do they have at each step along the way? • 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 increase the state of the user	The customer believes that it will last for long time	The customer believes it is a convenient way to be offered	They said that it is 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...")	Using action and connecting for valuable	Selecting an efficient product in order to help me find what I need	Other products are available including some cases	Smart boards are made of glass like black boards	Subsequent selection	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The customer is surprised from moment road safety	Other products will be made known to the customer	It only require minimum space	People generally feel excited while using the connectivity	Two organizations which provide the service	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The issue will not be enjoyable for the customer with a connectivity	Poor graphics and insufficient payment processes	Vehicle is not at condition	Still use any equipment	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 traffic safety after the installation	The services no longer of products are excessive and it returns the user	The government will not be concerned about the safety after the installation	The government should the product after connecting to users	The know will be helpful for the customer	