

Project Design Phase-II Customer Journey Map

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Project Name	Project – Traffic and Capacity Analytics for Major Ports.

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Login How do they enter to use?	Onboarding and First Use How can they feel successful?
Actions What does the customer do? What information do they look for? What is their context?	<div>Views the traffic and capacity details of the ports</div>	<div>Choose user type</div> <div>Enter into the dashboard</div>	<div>Explore the dashboard options</div> <div>Use filters to customize the view of traffic at ports</div> <div>Check delays due to traffic</div> <div>Track status of rails in the ports</div>
Needs and Pains What does the customer want to achieve or avoid?	<div>I want to view rail traffic status at each port</div> <div>Will I get properly predicted congestion?</div>	<div>I get specialised options to work on</div> <div>I don't give up any personal data</div> <div>I worry about having to pay before trying</div>	<div>I can handle the transportation of rails across the ports smoothly</div> <div>I can predict traffic and avoid congestion in future</div> <div>I can track capacity and status of rails at each port</div> <div>I want some plots to be described in detail</div>
Touchpoint What part of the service do they interact with?	<div>Government portal</div> <div>Organization portal</div>	<div>Login page</div>	<div>Dashboard</div> <div>Filter and menu options</div> <div>Visualization charts</div>
Customer Feeling What is the customer feeling?	<div>🤖</div>	<div>😊</div>	<div>😊</div>