Date	24 October 2022
Team ID	PNT2022TMID15148
Project Name	Project – SIGNS WITH SMART CONNECTIVITY FOR BETTER ROAD SAFETY

CUSTOMER JOURNEY MAP

SCENARIO

People wants an efficient system that changes the speed indicators taking the environmental conditions.

Entice
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?

Extend
What happens after the experience is over?

Steps
What does the person (or group) typically experience?

Entice	Enter	Engage	Exit	Extend
Government; Reduced accidents; Social Media; Excited about having new technology.	Better road safety; Saves insurance cost; Efficient time management; No violation charges	Reduced congestion; Increased reliability; Long time promising system; Easy Maintenance	Technology for better journey; Cost Effective; Optimizing traffic flow and managing road conditions, creating more sustainable environment	Future scope for better environment; Making environment easy for the beginners; Leverages 4G/ 5G cellular networks to improve real time safety and traffic data

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?

Entice	Enter	Engage	Exit	Extend
Travel booking section of the website, iOS app, or Android app; City tours section of the website, iOS app, or Android app; City tours section of the website, iOS app, or Android app; City tours section of the website, iOS app, or Android app; City tours section of the website, iOS app, or Android app; The tour guide makes first appearance at this point, although the customer doesn't interact with them yet.	City tours section of the website, iOS app, or Android app; Payment overlay within the website, iOS app, or Android app; Payment overlay within the website, iOS app, or Android app; Customer's email (software like Outlook or website like Gmail); Customer's email (software like Outlook or website like Gmail)	Tour locations tend to start in a specific public space (e.g., the steps of astatue in a town square); The customer looks for the group or guide, often from a distance as they walk closer; Direct interactions with the guide, and potentially other group members; Direct interactions with the guide, and potentially other group members; Some tours include interactions with shopkeepers or restaurant staff (e.g., on a food-oriented tour); Most common objects people interact with on tours are bikes, Segway's, food, and beverages.	Direct interactions with the guide, and potentially other group members; Often takes place at the same place where the group met the guide, but not always; Depending on the tour participant and guide, tipping/cash may be involved; Customer's email (software like Outlook or website like Gmail); "Leave a review" modal window within the profile on the website, iOS app, or Android app; To some degree, this is communicating indirectly with the tour guide, who will see their review	Completed experiences section of the profile on the website, iOS app, or Android app; If other users interact with this person, they will see these completed tours also; Recommendations span across website, iOS app, or Android app; Customer's email (software like Outlook or website like Gmail); Post-purchase screens website, iOS app, or Android app

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

Entice	Enter	Engage	Exit	Extend
Help me get this flight or hotel booked; Help me have more fun or learn new things on my trip; Help me avoid seeing tours for the wrong dates, locations, or numbers of people; Help me see what they have to offer; Help me understand what this tour is all about	Help me commit to going on this tour; Help me get through this payment part without too much hassle; Help me feel confident that my purchase is finalized and tell me what to do next; Help me feel confident that my purchase is finalized and tell me what to do next; Help me make sure I don't forget about my tour so that I don't waste money or get disappointed	Help me feel confident about where to go and which one of these people is my guide; Help me feel good about my decision to go on this tour and to feel welcome; Help me make the most of my trip to this new place	Help me leave the tour with good feelings and no awkwardness; Help me spread the word about a great tour or provide watchouts and feedback for one that was not so good	Help me see what I've done before; Help me see what I could be doing next; Help me see ways to enhance my new trip

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

Entice	Enter	Engage	Exit	Extend
Replacement of complex wired system with smart wireless system	Combating poor visibility	Through refined technology, it is easier to read the location and speed of vehicles; Preventing wrong way crashes	While there is no substitution to lay new roads, upgradation is possible i.e., by adding Smart road indications	

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

Entice	Enter	Engage	Exit	Extend
Difficulty in integrating the growing technology in the developing country	time investment for laying is bit high	time delay in changing the speed	Constant internet connection is required for accessing cloud; Augment the functionality of driverless vehicles	

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice	Enter	Engage	Exit	Extend
Expanding architecture by using efficient technology; Upgrading internet connectivity		Increasing the security of the riders	Weather station automation	Increasing the security of cloud