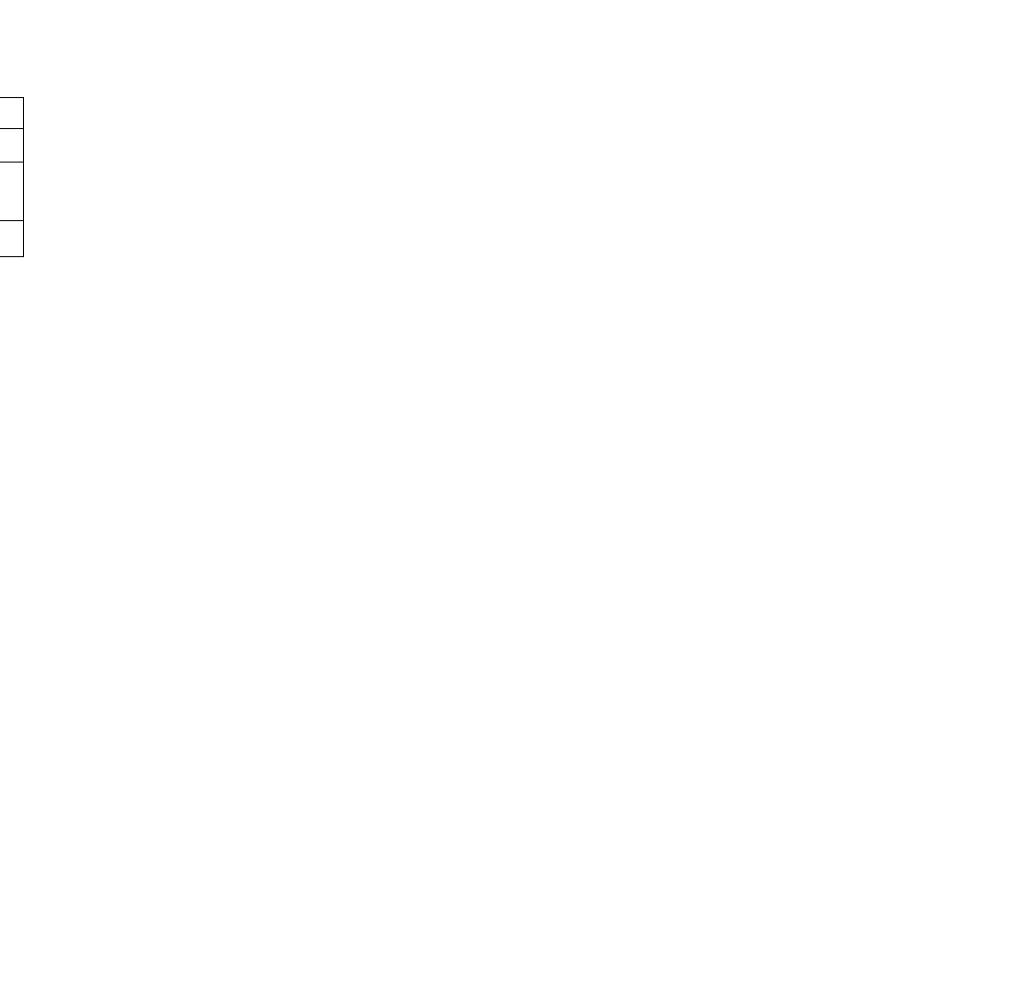
Project Design Phase- II Customer Journey Map

Date	15 October 2022
Team ID	PNT2022TMID50268
Project Title	Signs With Smart Connectivity For Better Road Safety
Maximum Marks	4 Marks



SCENARIO

Browsing, booking, attending, and rating a local city tour

### 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?

> signs and data about driving

Interactionwithdi La

demand areas

gitalsign

Customer seesavailabletraf musthaverightattit

towards safety They were Get pre-idea

of rain drop sensor

specific voice note

Provideac Speed

People dis Lessthan power

trafficoffenses&pi

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 traffic

includeaccessa traffic situation Collecti e nginfor

to day complexities

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

board

Helps to know the speed limit and other update if any

Visualeffect

makeshighly

Make a communication fast as possible

Features

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?

Make a travelpeac

Get new experience of smart city technology

interaction

Flow of

