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

Customer seesavailabletraf

Customer musthaverightattit

towards safety

They were

Get pre-idea ofroadinfrastructure

of rain drop sensor

Roaddisplayconditionof roadwillbe updatedwiththehelp

area

Provideac

Speed

ins

People

dis

Lessthan power

Record trafficoffenses&pr

existingdata

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?

board

Interactionwithdigitalsign

demand areas

the traffic

Features includeaccessa

traffic situation

specific voice note

Collecting

inform

display

to day complexities

Dynamicsignboardsystemhelpstoallowpeopleprredictingday through sensors

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

Providesflexiblerservicesalong 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 not

Helps to know the speed limit and other update if any

Make a communication fast as possible

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

Visualeffect makeshighly

Make a travelpeac

Flow of

Gettingmoreinformation

Make goodattentioninto

Positive moments

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

Get new experience of smart city technology

interaction

Predictionondatagivesthem

Negative moments

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

It is so difficult to understand, who are unaware of signs

Accessing of information takes some time

Lack of notes converting the analysation into confusing mode

Isittrustw

Improve theroadsafetyme

Areas of opportunity

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

Helps to traveler behavior towards the awareness of travel

Making the travel easy through the idea notification

Data is useful in understanding the road user behavior & flow of traffic

To alert the drivers to reduce delay &congestion while travelling time