

CUSTOMER JOURNEY MAP

TEAM ID –PNT2022TMID08255

| phases            | Motivation  | Information gathering   | Analyzes of various products  | Chooses the most efficient product  | Payment   |
|-------------------|---|---|---|---|---|
| Actions           | Taking action and concerning for roadsafety   | Selecting an efficient product in order to improve road safety                        | Other products are available including static boards                                  | Smart boards are more efficient than static boards                                    | Following product satisfaction  |
| Touchpoints       | Buyers are delighted  | The government need not worry about traffic safety after the installation             | The numerous varieties of products are accessible and it entertains the user          | The government will not be concerned about the safety after receiving this            | The government acquires the product after determining its worth                       |
| Customer Feeling  |  |  |  |  |  |
| Customer Thoughts | The customer believes it will assist to improve the state of the road               | The customer believes that it will last for long time                                 | The customer believes that a different option will be offered                         | They will find it simple and easy to select a product                                 | They believe that,product will be easy to use   |
| Opportunities     | The customer is benefited from increased road safety                                | The customer is aware of the product's manufacturing process                          | Other products will be made known to the customer                                     | The buyer learns which product is the best  | The travel will be enjoyable for the customer   |