

CUSTOMER JOURNEY MAP

Team ID - PNT2022TMID21659

Signs with Smart Connectivity for Better Road Safety

PHASES	Motivation	Collection Of Information	Product Analysis	Selection Of Effective Product	Payment
STEPS	Taking measures for concerning road safety	Chooses an efficient product to improve road safety	Other products are available including static boards	Smart board is more efficient than Static boards	Following product satisfaction
TOUCHPOINT	Buyers are happy	Increase traffic safety after installation	More Products and it entertains the user	Increase safety Will reduce Government Concerned	Government acquires the product after determining worth
CUSTOMER FEELING	Happy - Customers reach destination on time	Money Saving – Fuel saved since no need to wait in traffic	Relaxed – Customers enjoy a comfortable ride	Safe Feeling – Accidents are averted	Time Management – Travellers can postpone their based on the traffic news
CUSTOMER REVIEW	Customer beliefs it will improve the road safety	Customer wants it to long time	Customer want is a different option	Customers find it simple	Customer believe product will be easy
OPPORTUNITIES	Customer is benefited with increased security	Aware about the product manufacturing	Other products can be known to customer	The buyer learns which product is best	Enjoyable travel for customer