

# CUSTOMER JOURNEY MAP

TEAM ID:  
PNT2022TMID44448

Phases

motivation

Information  
gathering

Analyse of various  
products

Choose the most  
efficient products

payment

Actions

Taking action  
and  
concerning for  
road safety

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  
enjoyablefor  
the  
customer