






CUSTOMER JOURNEY MAP

TEAM ID – PNT2022TMID16059

Phases	Motivation	Information gathering	Analyzes of various products	Chooses the most efficient product	Payment
Actions	Taking action and concerning for DR	Selecting an efficient product in order to improve DR	Other products are available including Pan	Pan is more efficient than Hammes	Following product satisfaction
Touchpoints	Buyers are delighted	The government need not worry about Diabetics retinopathy patients	The numerous varieties of products are accessible and it useful to the DR patients	The government will not be concerned about the DR patients	The government acquires the product after determining its worth
Customer Feeling					
Customer Thoughts	The customer believes it will assist to detect the DR in early stages	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

