






Project Design Phase-II customer journey map

Date	08 September 2022
Team ID	PNT2022TMID48245
Project Name	Project - Sign with Smart Connectivity for Better Road Safety.
Maximum Marks	4 Marks

PHASES	MOTIVATION	INFORMATION GATHERING	ANALYZES VARIOUS PRODUCTS	CHOOSES THE MOST EFFICIENT PRODUCT	PAYMENT
ACTIONS	<i>Wants to reduce the fear about road safety.</i>	<i>Want to choose an efficient product to ensure safety.</i>	<i>Available other products are static boards</i>	<i>Smart boards are more efficient rather than traditional board.</i>	<i>After the product satisfaction.</i>
TOUCHPOINTS	<i>The buyers feel excited.</i>	<i>After the installation, no need to worry much about road safety.</i>	<i>The user amuse by various type of products available.</i>	<i>After getting this road safety can be improved.</i>	<i>After the product success, government can get it.</i>
CUSTOMER FEELING					
CUSTOMER THOUGHTS	<i>Customer thinks it will be helpful for better transportation.</i>	<i>Customer thinks it will lead long duration.</i>	<i>Customer thinks alter solution will be available.</i>	<i>The product choosing will be easy and comfortable.</i>	<i>They think the product will be user friendly.</i>
OPPORTUNITIES	<i>The customer gets the better road safety.</i>	<i>The customer known about the process of product.</i>	<i>The customer will be aware of other product.</i>	<i>The customer comes to know which product is best one.</i>	<i>The customer will enjoy the journey.</i>