Customer Journey Map

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

know which

productis

best one.

will enjoy

the journey.

be aware of

other

product.

known about

the process

of product.

gets the

betterroad

safety.

OPPORTUNITIES