The The numerous The **CUSTOMER JOURNEY MAP** government varieties of government need not products are acquires the worry about accesable product after traffic safety and it determining its Buyers are after entertains worth delighted installation the user **GAIN POINT TOUCH POINTS** PAIN POINTS Other products are available Conserning for road safety More efficient High product satisfaction including static boards smartboards **KESAVAN** MOGAMATH JALEELL **KRISHNAKUMAR** KARTHICK Not suitable for Not suitable for Too Costly for INSUFFICIENT all the humans, all the humans, implementation needed needed road capacity process educational educational terminologies terminologies