

CUSTOMER JOURNEY MAP

Phases	Motivation	Information gathering	Analyzes of various products	Chooses the most efficient product	Payment
Actions	Taking action and concerning for road safety	Selecting an efficient product in order to improve road safety	Other products are available e.g: 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 determine its worth
Customer Feeling	Satisfied	unsatisfied	Satisfied	Satisfied	Satisfied

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 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	Travel will be enjoyable for the customer