CUSTOMER JOURNEY MAP

Phases

motivation

Information gathering

Analyse of various products

Choose the most efficient products

payment

Actions

Taking action and concerning for road safety

Selecting an efficient product in order to improve road safety

Other products are available including 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 determining its worth

Customer feeling

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 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