CUSTOMER JOURNEY MAP

TEAM I – PNT2022TMID17220

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| Phases | Motivation | Information gathering | Analyzes of various products | Chooses the most efficient product | Payment |
| Actions | Taking action and concerning for roadsafety | 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 |