CUSTOMER JOURNEY MAP

TEAM ID –PNT2022TMID12755

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| Phases | Motivation | Information gathering | Analyzes of various products | Chooses the most efficient product | Payment |
| Actions | Taking initiative and caring about traffic safety | choosing a reliable product to increase traffic safety | Static boards are among the other goods that are offered. | Static boards are less effective than smart boards. | after a product's pleasure |
| Touch points | after a product's pleasure | After the installation, the authorities need not be concerned about traffic safety. | The user is entertained by the many available product options. | After getting this, the government won't be concerned about safety. | After establishing the product's value, the government purchases it. |
| Customer Feeling |  |  |  |  |  |
| Customer Thoughts | The client is hopeful that it would help to enhance the condition of the road. | The buyer is confident that it will endure for a long time. | The client anticipates receiving a different alternative | To choose a product will be simple and straightforward for them. | They think the item will be simple to use. |
| Opportunities | Greater road safety benefits the consumer. | The consumer is aware of how the product was made. | The customer will be informed about other products. | The greatest product is revealed to the customer | The customer's journey will be joyful. |