





Customer Journey Map					
PHASES	Motivation	Information gathering	Analyzes various products	chooses the most efficient product	Payment
Actions	wishes to alleviate concern about road safety	wishes to select an efficient product in order to improve road safety	Other products available include static boards.	Smart boards are more efficient than static boards.	Following product satisfaction
Touchpoints	Buyers are ecstatic	The government will no longer have to be concerned about traffic safety after the installation.	The numerous varieties of products accessible entertain the user.	The government will not be concerned about safety after receiving this.	The government acquires the product after determining its worth.
Customer Feeling					
Customer Thoughts	The customer believes it will assist improve the state of the road.	The customer believes it will last a 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 the product will be easy to use.
Opportunities	The customer benefits 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 enjoyable for the customer.