






CUSTOMER JOURNEY MAP

TEAM ID –PNT2022TMID51479

Phases	Motivation	Information collecting	Analysing the products	Chooses the efficient product	Payment
Actions	Taking action for road safety	Selecting an efficient product in order to improve road safety	Other products are available including static boards	Digital 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	Good 	Good 	Good 	Good 	Good 

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	Because of road safety the customer gets benefits	The customers get awareness about the manufacturing process The customer is aware of the product's	Other products will be made known to the customer	The buyer learns which product is best n	The travel will be enjoyable for the customer th