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|----------------------------------|--|--|--|--|--|
| <div>Phases</div>                | <div>Motivation</div>  | <div>Information<br/>gathering</div>   | <div>Analysis<br/>various<br/>products</div>   | <div>Chooses the most<br/>efficient product</div>  | <div>payment</div>   |
| <div>Actions</div>               | <div>Wants to reduce the<br/>tension and loss in<br/>fire accident.</div>                      | <div>Wants to choose an<br/>efficient product to<br/>get rid of fire<br/>accident.</div>                             | <div>Other similar<br/>products either<br/>detect or suppress<br/>the fire</div>                 | <div>Smart boards are<br/>more efficient<br/>compared to static<br/>board</div>                  | <div>After the product<br/>satisfication</div>   |
| <div>Touch points</div>          | <div>The Customers feel<br/>relaxed.</div>   | <div>After installation the<br/>government no need<br/>toworry about the<br/>fire accident and<br/>management.</div> | <div>Customers will get<br/>attracted by multi-<br/>tasking and<br/>automation.</div>            | <div>After getting this the<br/>government won't<br/>worry about the fire<br/>accident</div>     | <div>After find the<br/>product worthy, the<br/>government get's it.</div>                       |
| <div>Customer<br/>Feeling</div>  | <div></div> | <div></div>                     | <div></div> | <div></div> | <div></div> |
| <div>Customer<br/>Thoughts</div> | <div>Customer thinks<br/>that it will be<br/>helpful to control<br/>the fire accident.</div>   | <div>Customer thinks that<br/>it will lead for long<br/>duration.</div>  | <div>Customer feel safe<br/>and secured by<br/>managing the fire<br/>automatically</div>         | <div>The product choosing<br/>will be easy and also<br/>comfortable for them.</div>              | <div>They think the<br/>product will be user<br/>friendly</div>                                  |
| <div>Opportunities</div>         | <div>The Buyer gets<br/>relieved from the<br/>damage due to<br/>fire accident.</div>           | <div>The customer knows<br/>about the process of<br/>product.</div>  | <div>The customer will<br/>be aware of other<br/>product</div>                                   | <div>The customer comes<br/>to know that which<br/>one is the best<br/>product.</div>            | <div>The customer will<br/>enjoy the journey</div>   |