# Customer Journey Map



Avoid distractions

Traffic consideration flow

Cost to acquire a customer

Defensive driving

Maximum protection

Repurchasable

**POSITIVE**

| AWARENESS | CONSIDERATION | ACQUISITION | SERVICE | LOYALTY |
|---|---|---|---|---|

**NEGATIVE**

Consumption of alcohol

Poor lane mark

Unclear signs

Price availability

Crash occuring

1% speed is 4% risk.

Human tragedy