






Phases	Motivation	Informationgathe ring	Analyzesofv ariousprodu cts	Choose sthemo stefficie ntprodu ct	Payment
Actions	Taking actionandco ncerning forroadsafet y	Selectinganeffi cientproductin order toimprove roadsafety	Otherprodu cts areavailabl eincludings taticboards	Smartboards are moreefficien tthanstaticb oards	Following productsa tisfaction
Touchpoints	Buyersaredelight ed	Thegovernmen tneednotworry about trafficsafety after theinstallation	The numerousvarie tiesofproducts areaccessible anditentertain stheuser	The governmentwill notbeconcerne daboutthesafet yafterreceivingt his	Thegovernm entacquires theproducta fterdetermin ingitsworth
CustomerFeeli ng					
Custome rThought s	The customerbeli eves it willassisttoi mprove thestate of theroad	Thecustomer believesthatit will last forlongtime	Thecustomer believesthata differentoptio nwillbeoffere d	Theywillfindit simpleandea sytoselectapr oduct	Theybelieve that,product will be easytouse

Opportunities	The customer is benefited 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
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