


Phases	Motivation	Information gathering		an duc to	Analyzes of various products	Chooses the most efficient product		Payme
ctions	Taking action and concerning for roadsafety	Selecting efficient in order improve road safety		orry	Other products are available including static boards	Smart are more efficient static	boards than ards	Follow proc satisf
uchpoints	Buyers are delighted	The government need not w about traffic safety after the installation			The numerous varieties of products are accessible and it entertains the user	The government will not be concerned the safety receiving	about after this	The governm acquires product determin its wo
ustomer Feeling				nat or				
ustomer houghts	The customer believes it will assist to improve the state of the road	The customer believes will last long time		is	The customer believes that a different option will be offered	They will it simple easy to a product	find and elect	They believe th product be easy use
opportunities	The customer is benefited from increased road safety	The customer aware of the product's manufacturing process			Other products will be made known to the customer	The buyer learns product is best	ich the	The trav will be enjoyable the custom