


Phases	Motivation	Information gathering	Analysis various products	Chooses the most efficirnt product	payment
Actions	Wants to reduce the tension and loss in fire accident.	Wants to choose an efficient product to get better from fire accident.	Other similar products either detect or suppress the fire	Smart boards are more efficient compared to static board	After the product satisfication
Touch points	The buyers feel relieved.	After installation the goverment no need to worry about the fire accident and management.	Customers will get attracted by multi-tasking and automation.	After getting this the government won't worry about the fire accident	After find the product worthy, the government get's it.
Customer Feeling					
Customer Thoughts	Customer think it will helpful for control the fire accident.	Customer thinks it will leads long duration.	Customer feel safe and secured by managing fire automatically	The product choosing will be easy and comfortable for them.	They think the product will be user friendly
Oppertunities	The customer gets the relief from fire accident and damage.	The customer known about the process of product.	The customerwill be awareof otherproduct	The customer comes to know which product is best one	The customer will enjoy the journey