





Customer Journey Map

PHASES	Motivation	Information gathering	Analyzes various products	chooses the most efficient product	Payment
Actions	aims to allay concerns regarding road safety	wants to choose efficient product to increase road safety	Static boards are among the other items that are offered.	Static boards are less effective than smart boards.	after a product's pleasure
Touchpoints	Customers are thrilled	After the installation, the government won't need to worry about traffic safety.	The user is entertained by the many product varieties available	After getting this, the government won't be concerned about safety.	After establishing the product's value, the government purchases it.
Customer Feeling					
Customer Thoughts	The client is hopeful that it would help to enhance the condition of the road.	The client thinks it will last for a very long time.	The client anticipates receiving a different selection.	They will find it simple and straightforward to choose a product.	They think it will be simple to use the product.
Opportunities	More secure roads benefit the consumer.	The process used to make the product is known to the customer.	The customer will be informed about further products.	The best product is revealed to the consumer.	The customer will find the journey delightful.