Customer Journey Map

PHASES	Motivation	Information gathering	Analyzes various products	chooses the most efficient product	Payment
Actions	wants to reduce the tension about the road safety	wants to choose an efficient product to get better road safety	Available other products are static boards	Smart boards are more efficient compared to static board	After the product satisfication
Touchpoints	The buyers feel excited	After installation, the government no need to worry much about the road safety	The user amuse by the various types of product available.	After getting this the government won't worry about the safety	After find the product worthy, the government get's it.
Customer Feeling		(XX)			
Customer Feeling Customer Thoughts	Customer thinks it will helpful for better status of road condition	Customer thinks it will leads long duration	Customer thinks alter solution will be available	The product choosing will be easy and comfortable for them	They think the product will be user friendly