

Customer Journey Map					
PHASES	Motivation	Information gathering	Analyzes various products	chooses the most efficient product	Payment
Actions	wishes to allay fears regarding road safety	wishes to choose an effective product to boost road safety	Static boards are another product accessible.	Smart boards outperform static boards in terms of efficiency.	Following product fulfilment
Touchpoints	Buyers are overjoyed	Following the installation, the government will no longer have to be concerned about traffic safety.	The different product options available delight the user.	After receiving this, the government will be unconcerned about safety.	The product is acquired by the government when its value has been determined.
Customer Feeling					
Customer Thoughts	The consumer believes it will help to enhance the road's condition.	The consumer expects it to last for a long time.	The customer anticipates that a different alternative will be presented.	They will find it simple and straightforward to choose a product.	They anticipate that the product will be simple to use.
Opportunities	Increased road safety helps the customer.	The customer is informed of the manufacturing process for the goods.	The customer will be made aware of other products.	The purchaser discovers which product is the best.	The customer will have a pleasant journey.