

Phases	Motivation	Information gathering	Analysis various products	Chooses the most efficient product	payment
Actions	Need to help the specially abled people for conversation.	Wants to choose an efficient product for better communication.	Other similar products may help the poor people.	Smart boards are more efficient compared to static board	After the product satisfication
Touch points	The Customers feel relaxed.	After installation the specially abled people no need to worry about communicating with others.	Customers will get attracted by multi-tasking and automation.	After getting this the specially abled people won't worry about communicating others	After find the product worthy, the people get's it.
Customer Feeling					
Customer Thoughts	Customer thinks that it will be helpful to controltheir difficulties in communication.	Customer thinks that it will lead for long duration.	Customer feel free by using the product	The product choosing will be easy and also comfortable for them.	They think the product will be user friendly
Opportunities	The Buyer gets relieved from the difficulties in communication.	The customer knows about the process of product.	The customer will be aware of other product	The customer comes to know that which one is the best product.	The customer will enjoy the journey