

| Customer Journey Map | | | | | |
|----------------------|---|---|---|---|---|
| PHASES | Motivation | Information gathering | Analyzes various products | chooses the most efficient product | Payment |
| Actions | wishes to alleviate concern about road safety | wishes to select an efficient product in order to improve road safety | Other products available include static boards. | Smart boards are more efficient than static boards. | Following product satisfaction |
| Touchpoints | Buyers are ecstatic | The government will no longer have to be concerned about traffic safety after the installation. | The numerous varieties of products accessible entertain the user. | The government will not be concerned about safety after receiving this. | The government acquires the product after determining its worth. |
| Customer Feeling |  |  |  |  |  |
| Customer Thoughts | The customer believes it will assist improve the state of the road. | The customer believes it will last a long time. | The customer believes that a different option will be offered. | They will find it simple and easy to select a product. | They believe the product will be easy to use. |
| Opportunities | The customer benefits from increased road safety. | The customer is aware of the product's manufacturing process. | Other products will be made known to the customer. | The buyer learns which product is the best. | The travel will be enjoyable for the customer. |