| **Stage** | **User Action** | **Touchpoints** | **Pain Points** | **Opportunities** |
| --- | --- | --- | --- | --- |
| **Awareness** | Learns about leakage risks via industry news | Industry events, ads, articles | Lack of accessible tech solutions | Show clear ROI and success stories |
| **Consideration** | Compares solutions for pipeline safety | Website, demos, case studies | Confusing tech, unsure of ROI | Provide simple comparisons and cost-benefit analysis |
| **Acquisition** | Purchases and installs system | Sales team, onboarding | Long install times, complexity | Offer guided setup and professional installation |
| **Usage** | Monitors dashboard and receives SMS alerts | Mobile app, web dashboard, SMS | False positives, missed alerts | Use AI to minimize errors, customizable notifications |
| **Support** | Requests help for maintenance or setup | Customer service, email/chat | Delayed response or lack of field knowledge | Live support, tutorials, dedicated account manager |
| **Loyalty** | Renews contract and recommends system | Emails, success follow-up | Gets complacent if no recent leaks | Share safety stats, ongoing optimization suggestions |