COSTIMER JOURNY MAP FOR THE STRUCTURAL HEALTH MONITORING SYSTEM

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| Serial number | Stage | Customer actions | Customer needs or goals | Pain points | Technology issues and features |
| 1 | Awareness | Customer learns the about the system | Understand the need structural health monitoring Lack of knowledge  About the benefits of  Monitoring | Lack of knowledge  About the  Benefits of monitoring | Marketing  Materials,  Online,  Presentations,  demos |
| 2 | Evaluation | Evaluate system futures and capabilities | Need clear ROI,  Ease of implementation integration info | Concerns about caste and integration complexity | webinars customer testimonial case study |
| 3 | Purchase | Desides to implement the system | Easiest to easy to installation and minimal disruption to operation | Difficulty in making quick decisions | Sales support on boarding assistance trial version |
| 4 | Set up | System is set up and integrated into the metro network | Streamlined setup process with minimal desruption | Technical challenges during integration | On boarding support set up guides technical support |
| 5 | Monitoring | Regular use of the dashboard for real time monitoring | Ongoing insights into the structural health of metro systems | Difficulty interrupting complex data | Dashboards real time data Visualization training |
| 6 | Maintenance | Responds to alert and schedule maintenance | Efficient response to detected issues maintenance scheduling | Delays in responding to alerts costly down time | Automated alerts mobile push notifications scheduling systems |
| 7 | Review | Review system performance after implementation | Ensure that the system meets expected performance standards | Lack of post implementation supporter feedback looks | Performance report feedbacks collection |