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| **Stage** | **Customer Action** | **Touchpoints** | **Emotions** | **Opportunities** |
| Awareness | Learns about monitoring system | Ads, Website, Conferences | Curious | Create educational content, demos |
| Consideration | Evaluates solutions for rail safety | Sales pitch, Proposal meetings | Cautiously hopeful | Showcase success stories, ROI data |
| Decision | Approves purchase of monitoring system | Contract signing, onboarding support | Confident | Offer flexible packages |
| Implementation | System installed on metro infrastructure | Technicians, Project Manager | Concerned | Provide clear timelines and training |
| Use | Dashboard monitoring and alerts | Dashboard, Email/SMS alerts | Engaged | Ensure intuitive UI, fast alerts |
| Feedback | Reports issues, requests improvements | Feedback forms, support team | Frustrated / Happy | Continuous improvement cycle |