USER JOURNEY MAP

- Create a journey map based on observations, interviews, or persona work, or co-create it with your user.

- Use this template to think about the steps or milestones of a process or experience and how each one of these impacts your user.

JOURNEY NAME & DESCRIPTION

EARLY INSIGHTS

- What do you believe this tells us about what matters to people?
- Why do you think these things are happening?

"I wonder if this means that _____ (persona / character) wants _____ (action/situation) because _____ (aim, need, outcome) but _____ (restriction, obstacle, friction)"

PHASES →	AWARNESS	CONSIDERATION	PURCHASE	INSTALLATION	USAGE & SUPPORT
DOING The key steps or milestones that make up the journey	Reading industry news/articles - Attending oil & gas expos	Researching smart sensors & IoT solutions - Watching demos or product reviews	Contacting sales teams - Reviewing proposals & pricing	Coordinating with the vendor - Installing sensors on pipelines - Integrating with the mobile app/backend systems	Receiving real-time alerts on the app - Viewing leak location on map with timestamp
THINKING What is going through the user's mind?	How can we improve our pipeline safety?" "Is there new tech to detect leaks early?""	Will this system integrate with our current infrastructure?" "What's the ROI?"	"Is this a worthwhile investment?" "What are the ongoing costs and maintenance?"	How fast is setup?"	"Is it accurately detecting leaks?" "How fast can we respond?""
FEELING Emotional journey (use Icons & Illustrations from the Library) — POSITIVE	👍	Hopeful	Confident	Engaged	Happy
FEELING — NEGATIVE	Frustrated by unknown leakages	👎	Slightly anxious about commitment	👎	Frustrated (if slow response)