

	STAGE	GOAL	CUSTOMER ACTIONS	EMOTIONS	PAIN POINTS
	AWARENESS	DISCOVER PIPELINE MONITORING SOLUTIONS	RESEARCHES,LEARNS ABOUT SMART DAMAGE DETECTION SYSTEMS	CURIOUS, CAUTIOUS	UNCERTAINTY ABOUT EFFECTIVENESS, COST
	CONSIDERATION	EVALUATE SYSTEM FIT	COMPARES SYSTEMS, READS CASE STUDIES, ENGAGES WITH SALES TEAM	INTERESTED, CAUTIOUS, EVALUATING	INTEGRATION ON WITH EXISTING SYSTEM COST
	DECISION	FINALISE PURCHASE DECISION	SIGNS CONTRACT,REVIEWS PROPOSAL,NEGOTIATES TERMS	CONFIDENT EAGER, OVERWHELMED	LEGAL/CONTRACTUAL CONCERN DETAILS
	ONBOARDING	IMPLEMENT AND INTEGRATE SYSTEM	INSTALLATION,ON,TEAM TRAINING,APP SETUP	EXCITED,OPTIMISTIC ANXIOUS	TECHNICAL ISSUES LEARNING CURVE,
	USAGE	MONITOR PIPELINES AND RESPOND TO ALERTS	RECEIVES AND REVIEWS ALERTS,DISPATCHES REPAIRS	PROACTIVE,REASSURED, SOMETIMES STRESSED	FALSE POSITIVES, INTEGRATION ISSUES
	POST-USAGE	EVALUATE SYSTEM PERFORM AND ROI	PROVIDES FEEDBACK, SCHEDULES MAINTAINANCE, REVIEWS PERFORMANCE	SATISFIED,FRUSTATED IF SYSTEM FAILS	MAINTENCE COSWTS, SOFTWARE ISSUES