

# Customer Journey Map

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Develop a smart damage/leakage detection system for oil and gas pipelines integrated with a mobile SMS app to alert and display the issue, including time and location of leakage. Create a customer journey map

	AWARENESS	CONSIDERATION	DETECTION	RESOLUTION
CUSTOMER SERVICES	SEEK INFORMATION ON LEAKAGE DETECTIONS	CUSTOMER COMPARES DIFFERENT LEAKAGE DETECTION SYSTEMS.	THE SYSTEM DETECTS A LEAK AND SENDS AN SMS WITH DETAILS.	CUSTOMER TAKES ACTION BASED ON THE SMS ALERT (E.G., REPAIRS).
KEY NEEDS	WEBSITE, BROCHURES, INDUSTRY CONFERENCES, SOCIAL MEDIA.	SALES REPRESENTATIVES, PRODUCT DEMOS, ONLINE REVIEWS.	SMS NOTIFICATIONS WITH LOCATION, TIME, AND ISSUE DETAILS.	CUSTOMER SUPPORT, REPAIR TEAMS, MAINTENANCE APP.
CHALLENGES	LIMITED AWARENESS ABOUT NEW TECHNOLOGY.	UNCERTAINTY ABOUT ROI AND EFFECTIVENESS.	DELAYED RESPONSE OR INADEQUATE DATA.	UNCERTAINTY ABOUT HOW TO RESOLVE THE ISSUE.
ENTREPRENEUR OPPORTUNITIES	USE TARGETED MARKETING AND DEMONSTRATIONS TO RAISE AWARENESS.	PROVIDE CASE STUDIES AND CLEAR VALUE PROPOSITION TO REDUCE DOUBTS.	PROVIDE MORE DETAILED, REAL-TIME DATA AND ACTIONABLE INSTRUCTIONS.	PROVIDE TROUBLESHOOTING GUIDES AND DIRECT COMMUNICATION WITH EXPERTS.