STAGE	CUSTOMER ACTIVITY	TECHNOLOGY INTERACTION	VALUE DELIVERED	TOUCH POINTS
AWARENESS	Metro authorities discover the solution	Marketing websites, case studies, and demos.	Gaining awareness of its benefits, such as enhanced safety and cost efficiency.	Industry reports,government regulation
PURCHASE	Proure the SHM solution	proposal submissions and cost estimation tools	Transparent pricing and informed decision-making.	vendor catalogs, consulations,trial access
INSTALL ACTION AND SETUP	Install sensors and confugure systems.	IoT hardware setup guides and field technician.	Smooth deployment with minimal disruption.	on-site surveys, planning meetings .
MONITORING AND USAGE	Metro structures are monitored in real time	Real time dashboard and alert system	Enabling predictive maintenance and enhancing safety.	Control rooms, mobile devices. web dashboards.
MAINTAINANCE AND SUPPORT	System issues or software updates are resolve	24/7 customer support and automated diagnostics,	Reliable system performance and user satisfaction	Maintainance teams,online supportals.
EVALUATION AND FEEDBACK	System performance and benefits are assess	Analytics reports and feedback tools for customers	continuous improvement of the solution.	Analytics dash boards,KPI reports