	Awareness	Consideration	Response	Resolution	Advocasy
User actions	•Subscribe/register for the service. •Install the app/system.	•Read the SMS notification. •Acknowledge the issue or escalate to maintenance staff.	•Acknowledge the issue. •Communicate with the maintenance team if necessary.	•Verify that the issue is resolved. •Review suggestions for avoiding similar issues.	•Offer preventive maintenance recommendations. •Send a satisfaction survey for feedback.
Touchpoints	**IoT Sensors:** Detect anomalies in water flow or pressure. **SMS Alerts:** The first point of communication when a leak is detected. **Notification System:** Users receive a real-time SMS with relevant details.	**Real-Time SMS Notification:** Includes a detailed alert message, such as "ALERT: Water leakage detected! Location: Building A, Floor 3, Room 210. Time: 10:35 AM. Immediate attention required!" **Mobile App (if applicable):** Provides a detailed view of ongoing and resolved issues.	**SMS or Mobile App Follow-Up:** • Maintenance teams receive additional alerts. Users get status updates like "Technician dispatched." **Map-Based Visualization (Optional):** For users with the app, show the exact location on a map.	Confirmation SMS/App Notification: "The leakage issue at Building A, Floor 3, Room 210 has been resolved at 11:15 AM. Thank you for your cooperation." **Post-Incident Reports:** Optional reports on leakage causes and prevention tips.	**Post-Service Follow-Up SMS/App Prompt:** Ask for reviews or feedback. **Referral Programs:** Encourage customers to recommend the service.
Emotions					
Pain points	Concerned about water wastage and seeking reliable solutions.	Slight anxiety about the issue but reassured by timely communication.	Focused on resolution and appreciative of clarity in communication.	Relieved and satisfied if handled well.	Loyal and satisfied if the system consistently meets expectations.
Possible solutions	Ensure seamless onboarding with clear instructions.	•Ensure alerts are concise but provide enough detail. •Offer a simple acknowledgment system (e.g., "Reply 'ACK' to confirm receipt").	Provide direct contact details for technicians. Allow feedback after issue resolution.	•Offer preventive maintenance recommendations. •Send a satisfaction survey for feedback.	•Share case studies showcasing successful issue management. •Incentivize referrals with discounts or rewards.