Customer Journey Map
Persona: Metro Rail Network Operations Manager

Stage	Actions	Pain Points	Touchpoints	Opportunities for Improvement
Awareness	Becomes aware of the need for monitoring after an incident.	Lack of understanding of the severity of infrastructure issues.	Industry webinars, Metro authorities	Provide informative, data-driven case studies on ROI
Consideration	Researches solutions and evaluates structural health monitoring systems.	Overwhelmed with options and unclear value proposition.	Sales demo, website, customer reviews.	Offer tailored demos to address specific needs (e.g., tunnel, bridge).
Decision	Selects a solution based on demo and customization options.	Uncertainty around integration with existing systems and costs.	Sales meetings, customer support	Simplify integration and provide clear pricing models.
Usage	Monitors real-time data and receives alerts about infrastructure issues.	Alerts could be too frequent or not specific enough for urgent action.	Dashboard, mobile app, email alerts	Personalize alerts based on user preferences and risk levels.
Maintenance/Support	Regular system updates and reviewing maintenance schedules.	System downtime, lack of proactive issue detection.	Support team, maintenance reports	Offer proactive monitoring and insights before issues occur.
Loyalty/Advocacy	Continues using the system and recommends it to other operators.	Uncertainty about long-term scalability.	Regular check-ins, updates, community events	Offer loyalty programs, case studies, and referrals.