User Persona: Rajesh Kumar

- **Age:** 42
- **Role:** Senior Operations Manager
- **Industry:** Oil & Gas
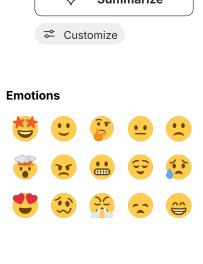- **Location:** Gujarat, India
- **Tech Comfort:** Moderate

Scenario:

Rajesh is responsible for monitoring a 120 km oil pipeline in a remote region of Gujarat. Past incidents of undetected leakage have led to environmental penalties and increased insurance premiums. During a recent infrastructure conference, he learns about a **Smart Damage/Leakage Detection System** that uses IoT sensors and sends SMS alerts with GPS coordinates when a leak is detected.

Intrigued, he visits the company's website, signs up for a free demo, and schedules a trial installation on a 10 km segment of the pipeline. Within a week of deployment, the system detects a minor pressure drop and notifies Rajesh via SMS and app alert at 2:30 AM. The alert contains the exact location and severity level, allowing his team to address the issue before it escalates.

Impressed with the system's accuracy and efficiency, Rajesh advocates for full deployment across the pipeline network and renews the subscription, even referring the solution to a partner company.

Sticky notes

Summarize
Customize

Emotions

	Awareness	Consideration	Purchase	Onboarding	Advocacy
User actions	Sees ad, hears about it, visits website	Requests demo, compares features	Finalizes purchase, ses up system	Uses app/SMS alerts, monitors dashboard	Fills feedback form, refers others
Touchpoints	Website, Expo, Brochure, social Media	sales team, Demos, FAQs	Onboarding guide, App install, Technician visit	Mobile app, SMS alerts, Dashboard	Feedback form, Support, Referral link
Customer Thoughts	"This could reduce risks"	"Will it be easy to integrate?"	"Setup should be smooth"	"It works- we caught a leak!"	"Happy to recommend this."
Pain points	Lack of awareness, doubt about value	Technical doubts, cost concerns	Setup confusion, downtime fears	Too many/few alerts, unclear severity	No reward for feedback, Limited support
Opportunities	Educational content, industry case studies	Highlight integrations, offer live demo	Smooth onboarding, live install support	Add severity labels, predicitve analytics	Loyalty programs, improve via user feedback

Raghu Raj Singh