CUSTOMER JOURNEY MAP

METRO RAIL OPERATOR

Scenario	Expectations
The metro rail network operator wants a comprehensive solution for structural health monitoring on metro rail networks ,including a dash board to display identified issues and corresponding locations	• Real - time alerts on structural issues • easy to understand dashboard interference showing locations and components affected • Ability to monitor trends over time and predict potential issues

	Phase 1	Phase 2	Phase 3	Phase 4
Actions	• Analyze current structural health monitoring gaps. • Identify critical structural elements that need monitoring (e.g., tracks, bridges, tunnels). • Research available technologies for real-time monitoring.	• Implement sensors and IoT devices on critical components (e.g., strain gauges, accelerometers). • Develop data collection framework using edge computing for real-time processing. • Set up cloud infrastructure for data storage and analytics.	• Install sensors and integrate with metro rail systems. • Develop a dashboard interface to display real-time data, alerts, and structural health indicators. • Conduct testing to ensure accuracy and reliability.	• Monitor dashboard for alerts and take action when issues are detected. • Analyze long-term data to predict structural health trends. • Regularly update the system to incorporate improvements.
Pains	• High maintenance costs due to unexpected structural failures. • Limited visibility of real-time structural data.	• Complexity in integrating different sensors and systems.	• Possible technical issues during installation.	• Need for continuous monitoring and maintenance.
Feelings	• 😟 Concerned about potential failures and delays. • 🤔 Curious about innovative solutions to improve safety. • 😓 Overwhelmed by the scope of the monitoring requirements.	• 😐 Uncertain about setup costs and integration challenges. • 😬 Nervous about potential technical hurdles in setup. • 😄 Optimistic about the potential benefits of the solution.	• 😋 Excited about better visibility and control. • 😌 Relieved to have real-time data on structural health. • 🤞 Hopeful that the system will function smoothly without major issues.	• 😀 Confident with increased system reliability and data insights. • 😇 Reassured by the system's predictive capabilities. • 😊 Satisfied with the positive impact on maintenance costs and safety.
Opportunities	• Real-time monitoring can reduce maintenance costs and improve safety.	• Unified data platform for better decision-making.	• Dashboard provides a clear overview of structural health for proactive maintenance.	◦ Predictive maintenance can prevent major failures and reduce costs.