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Scenario

Expectations

1. Awareness:

Customer searches for water management or leak detection solutions.

2. Consideration:

Customer signs up for a trial or demo.

Explores app features like alerts, historical data, and integrations.

3. Subscription:

Customer chooses a pricing plan (e.g., basic, standard, premium).

4. Onboarding:

Configures the app by adding sensors and setting up notifications.

- 1. Awareness:
- Clear value proposition to become aware of the product's benefits.
- 2. Consideration:
- Assurance about data security, reliability, and smooth integration.
- 3. Subscription:
- Simple, intuitive subscription process.
- 4. Onboarding:
- Step-by-step tutorials or customer support for initial setup.

	AWARENESS	CONSIDERATION	SUBSCRIPTION	ONBOARDING	USAGE	ADVOCACY
Actions	Searches for water management or leak detection solutions. Clicks on an ad or learns about the app from a partner. Reads customer testimonials or case studies on your website.	Signs up for a trial or requests a demo. Explores features like alerts, historical data, and sensor integration. Discusses the app with decision-makers or team members.	Chooses a pricing tier (e.g., basic, standard, premium). Completes purchase and receives account setup instructions.	Configures the app by adding sensors and setting up notifications. Tests the system by simulating an alert. Engages with your support team for troubleshooting, if needed.	Receives and acts on SMS alerts (e.g., dispatching maintenance teams). Checks historical data for patterns or recurring issues. Uses analytics to optimize water usage.	Leaves positive reviews or testimonials. Refers colleagues or partners to your app. Attends user conferences or webinars hosted by your company.
Pains	 Customer may not understand the technical aspects or ROI. Concerned about compatibility with existing systems. 	Worries about setup complexity or high costs. Needs assurance about data security and reliability.	Complexity in setting up the app with their current infrastructure. Uncertainty about long-term value.	Overwhelmed by initial setup if not guided well. Technical issues with integrating third-party sensors.	 False positives or irrelevant alerts causing frustration. Desire for more advanced analytics or integrations. 	Lack of recognition for their contributions as advocates.
Feelings	CUSTOMERS BECOME AWARE OF YOUR PRODUCT AND ITS VALUE	CUSTOMER EVALUTES YOUR PRODUCT AGAINST COMPETITOR	CUSTOMER SIGNS UP AND SUBSCRIBES TO YOUR SERVICE	CUSTOMER BEGINS USING THE APP AND UNDERSTANDS ITS FEATURES	CUSTOMERACTIVELY MONITORS AND RESPONDS TO ALERTS	CUSTOMER RENEWS SUBSCRIBES AND RECOMMENDS YOUR PRODUCT TO OTHERS
Opportunities	 Provide clear, jargon-free messaging. Showcase ROI calculators or success stories. 	 Offer seamless onboarding and support during trials. Provide easy integration guides and live chat for questions. 	 Offer white-glove onboarding for premium customers. Provide incentives like discounts for annual subscriptions. 	 Provide a setup wizard for easy configuration. Ensure 24/7 support during the onboarding phase. 	 Continuously refine alert algorithms to improve accuracy. Develop add-ons like predictive maintenance suggestions. 	 Reward advocates with discounts or exclusive features. Highlight customer stories in marketing materials.