

	Touchpoints	Actions	Thoughts	Emotions	Pain Points
Awareness	Industry seminars, referrals from peers, online advertisements.	learns about the app's capabilities and benefits.	"This could streamline our safety monitoring processes."	Curious and hopeful.	Skepticism about new technology adoption.
Consideration	Company website, demo videos, user testimonials.	explores features, compares with existing solutions.	"Will this integrate with our current systems?"	Cautiously optimistic.	Concerns about data privacy and implementation complexity
Decision	Free trial, consultation with sales team.	decides to pilot the app on a section of the site.	"Let's test its effectiveness before full deployment."	Determined and analytical.	Budget constraints and stakeholder buy-in.
Onboarding	In-app tutorials, customer support.	sets up safety zones, assigns roles, and trains staff.	"Is the setup process user-friendly?"	Focused and slightly overwhelmed.	Learning curve and resistance from workers.
Engagement	Daily dashboards, real-time alerts.	monitors labor movement, receives PPE compliance notifications.	"This real-time data is invaluable."	Empowered and confident.	Occasional false alerts or technical glitches.
Retention	Monthly reports, feature updates.	reviews performance metrics, provides feedback.	"How can we further optimize safety protocols?"	Satisfied and proactive.	Desire for more customization options.
Advocacy	Case studies, industry forums.	Case studies, industry forums.	"This tool has transformed our safety management."	Proud and loyal.	Ensuring continued innovation to meet evolving needs.