

# Critical Thinking, Design Thinking, Leadership and Framework

## Task 3: A customer journey map for the problem.

### Customer Journey Map

Smart damage / leakage detection system for oil-gas pipeline integrated with mobile SMS alerts

	Consideration	Purchase/ Decision	Onboarding & Implementation	Usage	Retention & Advocacy
Customer Actions					
Touchpoints	Descoarch a solution	Decide to implement	Installl and receive-trauning	Receiving a leakage alert	This technology has been inl/a.
Touchpoints	Website Demo	Salesie memo	Training sessions	The system is it to set up?	This technlo- gichase n retrais
Customer Thoughts&Feelings	I machns it integratiuth currentnt setup?	*I trust this will improv safety and efficiency*	Eurgage as urgenc:	Ensuring comprehensive training	Forstering loyalty, ang encourage'r
Company Actions	Offering educational	If rust this will improves	Ensuring real-time notifications	Ensure real-time	Fosterer loyalty encourage ref-
Company Actions	Provide educational	Ingenfidence in/confirmation	Ensure real-time notifications	Ensure siteft-faction	Forster loyalty encourage're