Alex Smith

Scenario

John is a project manager at an oil and gas company. He's tasked with ensuring the safety and integrity of the company's pipeline network. Recently, there have been concerns about potential leaks and damages to the pipelines, which could lead to environmental hazards and significant financial losses. John understands the critical importance of implementing a reliable damage/leakage detection system to mitigate these risks.

Expectations

1. Reliability
2. Efficiency
3. Ease of Integration
4. Cost Effectiveness

Stages	Goals and Objectives	Touch Points	User Thoughts and Concerns
1.Awareness 2.Consideration 3.Purchase 4.Retention 5.Advocacy	1.Understand the need for pipeline safety solutions 2.Research available solutions 3.Select the most suitablesystem for their needs 4.Ensure the system operates efficiency and effectively 5.Recommend the system to others and share positive feedback	1.Industry events 2. Online forums 3. Company website 4. Customer Support 5. Industry conferences, social media	1.Concerns about environmental impact and safety 2. Confusion about technical specifications and effectiveness 3.Concerns about implementation and cost 4.Worries about false alarms and system reliability 5.Satisfaction with system performance and results

Curiosity

Interest

Confidence

Assurance