Background

Persona:

Name: Alex, Senior Pipeline Operator

Goal: To ensure the pipeline infrastructure operates smoothly, without damage or leaks, and respond quickly to any issues to minimize risks and costs.

Key Objective: Monitor pipeline conditions, receive alerts, take corrective actions in response to leaks, and ensure compliance with safety regulations.

Scenario:

the customer journey map will follow an oil and gas pipeline operator's experience using the **Smart Leakage Detection System** integrated with mobile alerts.

Onboarding Advocacy Consideration **Purchase Awareness** Alex visits the company's Alex starts receiving SMS alerts Alex comes across a blog or Alex decides to purchase the whenever there is a detected leak website to explore the system's Alex shares positive experiences system and works with the sales attends an industry webinar or damage in the pipeline. with colleagues at other actions features and read case studies where the leakage detection team to negotiate the contract Alex accesses the mobile app or companies, recommending the from similar pipeline operations and installation timeline. system is discussed. web portal to check the exact system to peers in the industry. Alex schedules a demo with a The system's sensors are Alex is introduced to the location, severity, and type of Alex may provide a testimonial or sales representative to installed along the pipeline, and system's capabilities: participate in a case study to understand how the system Alex begins the onboarding Alex initiates corrective actions, real-time leak detection, SMS highlight how the system has works in real-world scenarios. process with customer support for User such as dispatching a crew to the improved operational efficiency alerts, mobile integration, and Alex receives more details. affected area or marking the issue and leak detection. predictive analytics. The mobile app is set up for about the technology behind for maintenance. The company continues to real-time monitoring of the pipeline, with the SMS integration Alex discusses the system the system (sensors, data engage with Alex for feedback on Alex reviews monthly reports and with colleagues and decides analytics, SMS integration) and analytics to identify trends and new features and improvements. activated for alerts. to explore it further. the mobile app interface. prevent future issues. Referral Marketing website Product website (features, Mobile app (SMS alerts, Sales contract & program (if **Touchpoints** demos, case studies) Industry monitoring dashboard) agreement Sales reps and customer applicable) conferences/webinars Customer support (for Customer support for support (live chat, phone Word of mouth (from troubleshooting) ∘ Case study onboarding calls) other pipeline operators Maintenance team (to Installation team Product demos or industry colleagues) address detected issues) testimonials Online reviews/testimonials (technicians, Online research (articles, Regular system updates from other pipeline Industry events engineers) reviews, case studies) & reports operators or conferences **Emotions** T Excited but Curious but skeptical Impressed Relieved Proud also anxious None identified Occasionally, false alarms Concern about the The installation process or sensor inaccuracies at this stage, as Uncertainty about the points complexity of create confusion or lead to takes time, and there are system's ROI and its Alex is satisfied installation and unnecessary actions. some initial challenges in actual effectiveness. Need for additional training integration with the configuring the system. with the to fully leverage advanced Concern about There's a slight concern existing infrastructure. analytics and reporting compatibility with system's that the team will need Worries about the features. existing infrastructure more training to fully learning curve and long-term App interface could be and systems. utilize the system's more intuitive for quick staff training. performance. features. decision-making.