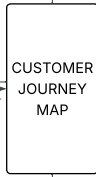


## Usage & Monitoring

- **Customer:** Uses dashboard to monitor real-time health of metro infrastructure.
- **Touchpoints:** Web dashboard, mobile alerts, weekly health reports.
- **Pain Points:** Needs accurate alerts, low false positives, and easy navigation.

## Consideration

- **Customer:** Evaluates SHM solutions.
- **Touchpoints:** Product website, technical presentations, comparison of vendors.
- **Action:** Requests demo, asks for pilot deployment, evaluates feature list.



- **Customer:** Metro authority learns about rising maintenance issues or recent failures.
- **Touchpoints:** Conferences, demos, industry reports, or referral from engineering consultants.
- **Need:** A reliable system for early detection of infrastructure faults.

## Purchase/Onboarding

- **Customer:** Signs contract and initiates pilot or full deployment.
- **Touchpoints:** Sales/Account manager, training sessions, onboarding documentation.
- **Expectation:** Fast setup, clear ROI, low disruption during integration.

