

USER JOURNEY MAP OF OIL /GAS LEAKAGE DETECTION SYSTEM INTEGRATED WITH
SMS ALERT THROUGH MOBILE APP

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LOCATION : SPSU ,RAJASTHAN
GOLAS : PREVENT CATASTROPIC OIL LEAKEAGE INCIDENT



STAGE	CUSTOMER ACTIONS	TOUCH POINTS	PAIN POINTS	OPPORTUNITIES
AWARENESS	Notices leakage issues or inefficiencies	News,industry alerts	Delayed or missed leak detection	Educate users on proactive solutions
CONSIDERATION	Reasearches detection Systems	Online resources, product demos	Complex tech jargon	Provide clear, simplified information
DECISION	Select a system for their pipelines	Consultation with Vendors	High Upfront costs	Offer flexible Pricing models
IMPLEMENTATION	Installs sensors and app	Support teams , tutorials	Integration challenges	Seamless onboarding and Training
USE AND MAINTENANCE	Monitors pipelines via the app	App,SMS alerts	False positives /False negatives	Regular updates and AI optimization
FEEDBACK /SUPPORT	Provides feedback or report issues	Support tickets, customer service	Long response times	Responsive 24/7 support