

Stages	Actions	Touchpoints	Pain Points	Opportunities
Awareness	Attend demo, read case study	Website, campaigns	Skepticism, lack of information	Share success stories, real-world data
Onboarding	Install sensors, download app, train staff	Install team, app wizard	Setup complexity, compatibility issues	Check pipeline status, receive alerts
Monitoring	Check pipeline status, receive alerts	Mobile app, SMS	False alarms, network issues	Improve AI accuracy, ensure coverage
Action	Respond to alert, locate damage	Mobile map, notifications	Inaccurate location, unclear steps	Enhance GPS, repair guidance
Resolution	Repair pipeline, confirm resolution	App, report tools	Time-consuming reporting	Automate reports, clear status updates