

STAGES

Awareness

Consideration

Engagement

Resolution

Feedback

ACTIONS

Learns about the app through local government campaigns or a community event

Downloads the app and registers or subscribes to receive alerts

Receives first leak alert via SMS Checks app for more info

Monitors resolution progress via app or SMS updates

Rates and provides feedback on experience

EMOTIONS

Curious, hopeful

Interested, cautious

Reassured, attentive

Engaged, satisfied

Appreciative or disappointed

PAIN POINTS

Skepticism about the app's reliability

Worry about usability and alert accuracy

Initial trust gap on the accuracy and timeliness of alert

Frustration if no resolution updates

Lack of avenues to directly influence improvements

Opportunities

Launch strong awareness campaigns emphasizing efficiency and cost savings

Ensure simple onboarding, test SMS alerts to show reliability

Highlight past successful leak prevention stats

Real-time progress updates and estimated resolution times

Easy access to feedback channels; encourage improvements based on user insights