

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	To make more secured	connect through google create profile creation of more plans	update profile collect feedback and queries To make sure it is secured	share through links discussion with friends opinion from others
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Provide the better solution unsecure	More privacy concern Frequent updation More plans	Available every time More user friendly More accurate Avoid errors	Help from known person Make collaboration with others Proper user flow
Touchpoint What part of the service do they interact with?	Through ads and social media	Through friends referral Through phone number Through link	Demo video Upload button Help option Feedback from users	Links share option Reviews and feedback
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	🤖	😞	😞	🤖
Backstage				
Opportunities What could we improve or introduce?	Provide easily	introducing more	increase the more demos	Decrease server
Process ownership Who is in the lead on this?	CUSTOMER	CUSTOMER	CUSTOMER	CUSTOMER