

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?	<div data-bbox="862 432 1044 625">Safety Gadget to monitor and track the child</div>	<div data-bbox="1435 432 1616 617">Remotely able to get any information</div> <div data-bbox="1689 432 1870 617">Safe data transfer through cloud</div> <div data-bbox="1943 432 2124 617">Attention to Individuals</div>	<div data-bbox="2265 432 2447 617">Assured contentment</div> <div data-bbox="2520 432 2701 617">Genuine data</div> <div data-bbox="2774 432 2955 617">Comfort</div>	<div data-bbox="3261 432 3443 617">Can safeguard their child</div> <div data-bbox="3515 432 3697 617">Wearable Devices</div> <div data-bbox="3769 432 3951 617">Ease with latest updates</div>
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>	<div data-bbox="733 811 915 1004">Monitoring and Tracking their child for safety</div> <div data-bbox="987 811 1169 1004">More Personal elements about oneself</div>	<div data-bbox="1435 811 1616 1004">Easily Accessible</div> <div data-bbox="1689 811 1870 1004">Active system</div> <div data-bbox="1943 811 2124 1004">Constant support</div>	<div data-bbox="2265 811 2447 1004">Less dismay</div> <div data-bbox="2520 811 2701 1004">Minimized problems</div> <div data-bbox="2774 811 2955 1004">Trust</div> <div data-bbox="2229 997 2382 1037"><i>Backstage</i></div>	<div data-bbox="3261 811 3443 1004">Need for safety</div> <div data-bbox="3515 811 3697 1004">Protection</div> <div data-bbox="3769 811 3951 1004">To avoid unfortunate events</div> <div data-bbox="3697 905 3769 925">←</div>
Touchpoint What part of the service do they interact with?	<div data-bbox="862 1156 1044 1349">Any gadgets</div>	<div data-bbox="1435 1156 1616 1349">Reliable data</div> <div data-bbox="1689 1156 1870 1349">Data Security</div> <div data-bbox="1943 1156 2124 1349">Alerts</div>	<div data-bbox="2265 1156 2447 1349">Notifications</div> <div data-bbox="2520 1156 2701 1349">Action of Sensors</div> <div data-bbox="2774 1156 2955 1349">Continuously Monitoring</div>	<div data-bbox="3261 1156 3443 1349">Technological Updates</div> <div data-bbox="3515 1156 3697 1349">Paided attention</div> <div data-bbox="3769 1156 3951 1349">manages the data constantly</div>