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 check the delay about the flight	Provide their Attractive Authorized website	Improved Best Interactive Better airline operation operation we website	Decause of Precise Usefulness of encrypted data accessibility received
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	To actieve precise information information	Quality of Security of data of website provided	Continuous Passenger Wastage of interface time and better service Satisfaction ads Wastage of money	Can be Restricted inspected only Non only to by certain flight companies companies
Touchpoint What part of the service do they interact with?	Website	Login page & ****		
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions			99	
Backstage				
Opportunities What could we improve or introduce?	A Web application to track the status of the flight.	Mitigate the malfunctioning of website using machine learning	To Increase the speed of the website	To increase the number of collaborators
Process ownership Who is in the lead on this?	Advertisers	User	Flight	Web Application