

Journey Steps Which step of the experience are you describing?	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>Register with E-mail</div> <div>Phone number registration</div>	<div>Collect user details</div> <div>List chatbot features</div> <div>Interact with chatbot</div>	<div>Easy interactions with chatbot</div> <div>Relevant recommendations</div> <div>Easy to sign up</div>
Touchpoint What part of the service do they interact with?	<div>E-mail</div> <div>Phone number</div>	<div>FAQ regarding products</div> <div>Notify when the product is ordered</div>	<div>Return and refund policy</div> <div>Intuitive UI</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<div>🤔</div>	<div>😞</div>	<div>🥳</div>
<i>Backstage</i>			
Opportunities What could we improve or introduce?	<div>Increase customer satisfaction</div> <div>Include AR feature</div>	<div>Make products to match expectations</div>	<div></div>