

<b>Journey Steps</b> Which step of the experience are you describing?	<b>Discovery</b> Why do they even start the journey?	<b>Registration</b> Why would they trust us?	<b>Onboarding and First Use</b> How can they feel successful?	<b>Sharing</b> Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div>For finding good job profiles</div>	<div>Google sign up[</div> <div>OTP Verification</div> <div>Privacy</div>	<div>after registration</div> <div>skills to profiles</div> <div>filters</div> <div>tutorials</div>	<div>quality of contents</div> <div>daily update regarding jobs</div> <div>fake job profile detector</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>lots of fake job profiles</div> <div>late replies from companies</div>	<div>focus on privacy</div> <div>weekly update</div> <div>direct support from developer</div>	<div>successful registration</div> <div>adding skills</div> <div>adding filters</div> <div>providing tutorials</div>	<div>content filters</div> <div>knowledge check</div> <div>user friendly</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div>web application</div>	<div>chatbot</div> <div>email</div> <div>call back</div>	<div>chatbot</div> <div>chat support</div>	<div>easy access</div>
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the <b>emoji app</b> to express more emotions</i>				
<i>Backstage</i>				
<b>Opportunities</b> What could we improve or introduce?	<div>Increase/decrease a leading metric by</div>	<div>Increase/decrease a leading metric by</div>	<div>Increase/decrease a leading metric by</div>	<div>Increase/decrease a leading metric by</div>
<b>Process ownership</b> Who is in the lead on this?	<div>Team Members</div>	<div>Team Members</div>	<div>Team Members</div>	<div>Team Members</div>