

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?	may be doubtful or worry.	old user's review Doctor's review approval of govt	old user's review verified documents Approval of government Doctor's review	They belived us we fulfilled their needs They want others to healthy life
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>	doubtful worry	positive may be happy happy	positive happy delightful worried	happy positive feedback delightful
Touchpoint What part of the service do they interact with?	user interface	login Registration Personal details	Personal details login Registration sign up or sign in	invite others recommend share
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?	Increase/decrease	Increase/decrease	Increase/decrease	Increase/decrease
Process ownership Who is in the lead on this?	patient/user	patient/user	patient/user	patient/user