





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="596 366 1034 609">Awareness, Intelligence, Communication</div>	<div data-bbox="1139 370 1385 619">The buyers gets relieved from the damage due to fire accident</div> <div data-bbox="1455 370 1701 619">Sprinklers will sprinkle the water to reduce the fire</div>	<div data-bbox="1787 370 2046 635">Want to choose an efficient product to get rid of fire accident</div> <div data-bbox="2160 386 2425 656">Other similar products either detect or suppress the fire</div>		<div data-bbox="2521 370 2786 640">product will provide satisfaction to the user</div> <div data-bbox="2875 374 3160 664">protect the user's life</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="657 840 919 1105">Help the coustomer avoid potential pitfalls</div>	<div data-bbox="1149 829 1417 1099">provide secured environment for the user</div> <div data-bbox="1465 842 1720 1105">siren will indicate the danger</div>	<div data-bbox="1790 842 2046 1105">After the installation the user no need to worry about fire accident</div> <div data-bbox="2148 842 2403 1105">It will provide safe environment</div>		<div data-bbox="2544 842 2799 1105">It works automatically</div> <div data-bbox="2895 799 3150 1064">customer feel safe by managing the fire automatically</div>
Touchpoint What part of the service do they interact with?	<div data-bbox="673 1293 916 1544">Customer satisfaction</div>	<div data-bbox="1145 1295 1385 1544">customer will get attracted by multi-tasking and automation</div> <div data-bbox="1465 1295 1704 1544">customer knows about the process of product</div>	<div data-bbox="1806 1295 2052 1544">user thinks that it will lead for long duration</div> <div data-bbox="2157 1295 2400 1544">customer feel relaxed</div>		<div data-bbox="2553 1287 2808 1550">smoke sensor senses the smoke</div> <div data-bbox="2888 1295 3144 1558">message will be send to the fire department</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<div data-bbox="759 1740 833 1813"></div>	<div data-bbox="1382 1740 1455 1813"></div>	<div data-bbox="2065 1740 2138 1813"></div>		<div data-bbox="2789 1740 2863 1813"></div>