| 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? | Implementation of smart waste management | Simple interface · Scalable · Pay as you go model | Interactive application · Easy installation and set up · Full intstructions and guidelines · 24/7 monitoring | Advanced features in the app |
| **Needs and Pains**
What does the customer want to achieve or avoid?
Tip: Reduce ambiguity, e.g. by using the first person narrator. | Automation in waste management · Less pollution | Knowing fill level of each bin · Sending alarm after filling of each bin · 24/7 monitoring of each bin | Less waste on the ground · Minimal use of fuel · Fully automated · Easy monitoring of each bin from anywhere | Successfully established smart waste management system |
| **Touchpoint**
What part of the service do they interact with? | Smart waste management | User friendly interface · Secured application | Help desk | Referrals from feedback of truck drivers and corporation members · Email referrals |
| **Customer Feeling**
What is the customer feeling?
Tip: Use the emoji app to express more emotions | 😱 | 😃 | 😍 | 😅 |
| *Backstage* | | | | |
| **Opportunities**
What could we improve or introduce? | Implementation in | In person demo on | Introducing NPS to | Advancement in |