



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 How can we make it easy?
Actions What does the customer do? What information do they look for? What is their context?	<div>Implementation of smart waste management</div>	<div>Simple interface</div> <div>Scalable</div> <div>Pay as you go model</div>	<div>Interactive application</div> <div>Easy installation and use</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>Automation in waste management</div> <div>Less pollution</div>	<div>Knowing fill level of each bin</div> <div>Sending alarm after filling of each bin</div> <div>24/7 monitoring of each bin</div>	<div>Less waste on the ground</div> <div>Minimum of effort</div>
Touchpoint What part of the service do they interact with?	<div>Smart waste management</div>	<div>User friendly interface</div> <div>Secured application</div>	
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>			
<i>Backstage</i>			
Opportunities What could we improve or introduce?	<div>Implementation in</div>	<div>In person demo on</div>	<div>Introducing</div>