

Reference:

https://miro.com/welcome/eWlzeDZtcVZtM0NXVDI2cVZubWdyM2U2WjJLOW1Gc1BUMFpFejFFcTYwWEVMYmkwYzhaSUFXY1dENjRmRVRaS3wzNDU4NzY0NTM2MjI0NDgzNjIwfG4vYQ==?share_link_id=167708046456

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?	customer satisfaction	nutrition assistants food requirements food availability	nutrition consultant Healthy life heavy food is dangerous	the availability of food the history of foods healthy life by eating healthier food	
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	tastes of food audio app	less exploitation of user information Avoid unnecessary access simpler interface	allow posting available show detailed information the development food the healthy life style	Enable shares a link	
Touchpoint What part of the service do they interact with?	logo	E-mail	account settings → training certificate camera settings	profile settings new document sharing settings	
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😬	😬	😬	🥳	
Backstage					
Opportunities What could we improve or introduce?	Decreasing Loading	Minimized data	Recommend new	share users	

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

diet plan
weight loss
healthy life style

What can they finally avoid doing?

Avoid eating unhealthy foods
get rid of unhealthy foods

What changed in my environment?

gone shops to the labors
get used to healthy lifestyle
positive mindset