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?	Rescue the drowning person	Gather the medical condition of the swimmers / Detailed information about the drowning person	Immediate action is taken for recovering / Assist the life guards to rescue the drowning person / Drowning will be detected based on the persons position	Detection with high accuracy and user friendly / An additional level of safety
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Help me to know the position of the swimmer / Help me to notify the accident	Help me to check the visual base monitor / Help me to install drowning detection software	Help me to avoid the fear of drowning / Help me to know the further process of monitoring / Help me to know the features of the system software	Helps to find the medical condition / Helps to identify the drowning person
Touchpoint What part of the service do they interact with?	Gaining information about the drowning person	Install the cameras / Alarm setup	To predict the final detection process using vision monitoring system / Ratio of drowning death can be reduced drastically / People will be alerted by the notification	Its unique than other detection softwares
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	😮	😁	😎	😇
Backstage				
Opportunities What could we improve or introduce?	Introduce drowning detection software	Improve the accuracy of the drowning	Swimmers position and their location for better	Increase the saftey for the children while