

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>For finding good job profiles</div>	<div>Google sign up]</div> <div>OTP Verification</div> <div>Privacy</div>	<div>after registration</div> <div>skills to profiles</div> <div>filters</div> <div>tutorials</div>	<div>quality of contents</div> <div>daily update regarding jobs</div> <div>fake job profile detector</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>lots of fake job profiles</div> <div>late replies from companies</div>	<div>focus on privacy</div> <div>weekly update</div> <div>direct support from developer</div>	<div>successful registration</div> <div>adding skills</div> <div>adding filters</div> <div>providing tutorials</div>	<div>content filters</div> <div>knowledge check</div> <div>user friendly</div>
Touchpoint What part of the service do they interact with?	<div>web application</div>	<div>chatbot</div> <div>email</div> <div>call back</div>	<div>chatbot</div> <div>chat support</div>	<div>easy access</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Backstage				
Opportunities What could we improve or introduce?	<div>Increase/decrease a leading metric by</div>	<div>Increase/decrease a leading metric by</div>	<div>Increase/decrease a leading metric by</div>	<div>Increase/decrease a leading metric by</div>
Process ownership Who is in the lead on this?	<div>Team Members</div>	<div>Team Members</div>	<div>Team Members</div>	<div>Team Members</div>