











<div>  Journey Steps Which step of the experience are you describing ? </div>	<div>  Discovery Why do they even start the joueney? </div>	<div>  Registration Why would they trust us ? </div>	<div>  Oboarding and First Use How can they feel successful ? </div>	<div>  Sharing Why would they invite others ? </div>
<div>  Actions What does the customer do? What information do they look for? What is their context? </div>	<div>To become fit.</div>	<div> <div>Add their credentials</div> <div>Connect their Google accounts</div> <div>Set up a password</div> </div>	<div> <div>Check on developer details</div> <div>Adds a profile picture</div> <div>Leaves feedback for training</div> <div>Clicks on 'Learn More'</div> </div>	<div> <div>User friendly</div> <div>User experience is good</div> <div>Sharing is caring</div> </div>
<div>  Touchpoint What part of the service do they interact with ? </div>	<div>LOGO</div>	<div> <div>E - mail</div> <div>Free Trail</div> </div>	<div> <div>Account settings</div> <div>Training interface</div> <div>Camera settings</div> <div>Profile settings</div> </div>	<div> <div>New Document</div> <div>Sharing settings</div> </div>
<div>  Needs and Pains Why does the customer want to achieve or avoid ? </div>	<div> <div>High rendering speed</div> <div>Avoid pop ups</div> </div>	<div> <div>Less exploitation of user information</div> <div>Avoid unnecessary access.</div> <div>Simpler Interface</div> </div>	<div> <div>Allow posting resolution images</div> <div>Show detailed information of output</div> <div>Allow access to previous search history</div> </div>	<div> <div>Enable to share as a link</div> </div>
<div>  Customer Feeling What is the customer feeling ? To express emotions. </div>	<div>□</div>	<div>□</div>	<div>▮</div>	<div>IG</div>
BACKSTAGE				
<div>  Areas of opportunity What could we improve or introduce ? </div>	<div>Decrease Loading</div>	<div>Minimize Data</div>	<div> <div>Recommend new</div> <div>Show overall users number</div> </div>	<div>Share User's</div>

What changes for 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?

Do physical activities that were hard to do before.

Breaking all the inhibition of being obese

Able to distinguish between healthy and unhealthy food

What can they finally avoid doing?

Avoid eating unhealthy food.

Got rid of unhealthy habits

What changed in my environment?

Give shape to the ideas

Got used to healthy lifestyle.

Positive mindset