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?	Google ads	Social media campaigns	YouTube ads	Podcasts and FM	Word from the peer groups or members they trust	Testimonials given in the website and in other social media	Clean UI and complete transparency about the process	No charges will be made for use	Decision whether to Buy/Sell the car is given	A report about the car is also given	Response time is quick so bulk prediction can be made	Free of cost	Ease of use	No third party calling or emailing (Data will not be sold)
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.		Ads must redirect to website properly	Ads must not interfere with the browsing experience		Complete Informations	Understandable technical terms	Long terms and coditions	Proper and frequent shortcuts are used	Guidance is provided via chat bot	Many fields for entering the data	Downloading report is in predefined format	Sharing via mail and social media is given	A attractive predefined phrases are given	Not able to invite others to work collaboratively
Touchpoint What part of the service do they interact with?	Traditional media	Social media	Word of mouth		Website	Social media		Enter data in given fields	Clicking the chatbot if they want it	Download option for getting the report	Radiobox if they want a decision or not	Share button is provided	Sharing text can be edited	
Customer Feeling What is the customer feeling? Tip: Use the **emoji app** to express more emotions		🤯				😆			😊				🤩	
Backstage														
Opportunities What could we improve or introduce?	Advertising via celebrity or Social media influencer				Improving the registration forum and auto filing the			Brining the image processing				Email ID can be imported from a CSV or a text file Invite phrase can be improved with even less technical terms and more vocabulary		
Process ownership Who is in the lead on this?	Digital marketing team	SEO engineers			Digital markting team			Developers team				Developers and marketing team		

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