





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>To Maintain Physique</div>	<div>Register Using Email ID And Phone number</div> <div>Setup A New Password and Re_enter It</div> <div>Login Using Registered Credentials</div>	<div>Check the Diet Plans</div> <div>Add a New Profile Picture</div> <div>Give a Feedback</div> <div>For More Information Select Learn More</div>	<div>Connect with professionals</div> <div>Weekly calorie insights and analysis.</div> <div>User Interface is Attractive</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>Regular exercise</div> <div>Follow Regular Diet</div>	<div>User Information is Encrypted</div> <div>Gives a Great Security</div>	<div>User Can Change The Resoulution</div> <div>Will Have A Detailed Information About Output</div> <div>Able To View Previous Search Hits</div>	<div>Can Share A Invite link Through Others Apps</div>
Touchpoint What part of the service do they interact with?	<div>App icon</div>	<div>Email</div> <div>Phone Number</div> <div>Free Trial</div>	<div>Diet Plan Preferences</div> <div>Camera Settings</div> <div>Profile Settings</div>	<div>New Document</div> <div>Share Settings</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>Search Alternative Revenues</div>	<div>Data Minimalization.</div>	<div>Add new Features</div>	<div>Should bring more sharing options</div>
Process ownership Who is in the lead on this?	<div>Karthikeyan B</div>	<div>Keetha Alocious K</div>	<div>Kavushick P</div>	<div>Manigandan L</div>