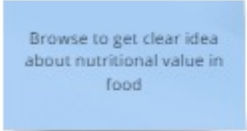






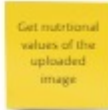
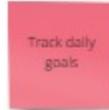


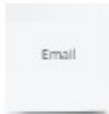
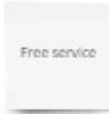
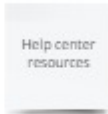
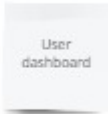
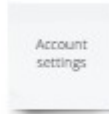
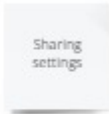





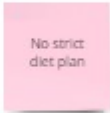


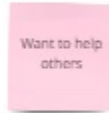










<b>Journey Steps</b> Which step of the experience are you describing?	<b>Discovery</b> Why do they even start the journey?	<b>Registration</b> Why would they trust us?	<b>Onboarding and First Use</b> How can they feel successful?	<b>Sharing</b> Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?		  	   	  
<b>Touchpoint</b> What part of the service do they interact with?		 	  	 
<b>Customer thoughts</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	 	  	   	  
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
<b>Backstage</b>				
<b>Process ownership</b> Who is in the lead on this?				
<b>Opportunities</b> What could we improve or introduce?	More promotion about this application	Need to help users deal with unknown height and weight	Try to expand info about continental foods	Prompt for review