

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?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div>see push notifications and targeted Ads</div>	<div>We are getting basic information from the customers</div> <div>We provide authentication for secure information</div>	<div>Customers affordable price</div> <div>Good Quality Products</div>	<div>Special Offers</div> <div>They can refer and earn</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Money and Time is reduced</div> <div>Premium Plans has many features</div>	<div>No need to register all the time</div> <div>It takes time to register</div>	<div>Preferred designs</div> <div>Lack of payment options</div> <div>Affordable prices</div>	<div>They can refer and earn</div> <div>Refer and Get Discount</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div>Chat bot</div>	<div>Internet</div> <div>New Customer Form</div>	<div>Product Page</div> <div>Payment Page</div> <div>Review Page</div>	<div>Referral Links</div> <div>Referral Code</div>
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<div>😱</div>	<div>😞</div>	<div>😞</div>	<div>😄</div>
Backstage				
<b>Opportunities</b> What could we improve or introduce?	<div>Google Translator</div>	<div>Automatic Registration</div>	<div>Increasing Speed of the</div>	<div>Just by sharing the app link, they can earn</div>
<b>Process ownership</b> Who is in the lead on this?	<div>App Developer</div>	<div>App Developer</div>	<div>App Developer</div>	<div>App Developer</div>