

<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?	<div>Customer requires sales insights from datasets</div>	<div>We provide the features they require without any hassle</div> <div>we provide it at a competitive prices as well</div>	<div>when they obtain the insights from the visualisations</div> <div>when they are able to decide on the strategy based on the insights</div>	<div>they would find the insights provided as useful</div> <div>when the strategy they decide on is successful</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>problems with the dataset format</div> <div>lack of insights provided</div>	<div>They need proper registration and hassle free process</div>	<div>They need easy and understandable UI</div>	<div>they need a way to share the dashboards to others</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div>interaction is by logging in and uploading dataset</div>	<div>they interact with the logging in for registration</div>	<div>they will interact through ibm cognos analytics</div> <div>They will be able to view and interact with the dashboards</div>	<div>they will be able to share the dashboards</div>
<i>Backstage</i>				