

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?	they seek the way to develop an application	they need to see friends they support to develop the app if the app is more safety they trust us	the software is made more comfortable they can easily access on the software they are convenient with the project they frequently use the software to communicate	they seek more training they know where the money was going they can set their budget time
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>	they want to save the money → they want to know the monthly wages	simple user friendly easily maintainable	they need training → want to use without difficulties need good internet access → they need mobile or laptop	they need more knowledge about the project they need developer information they need to share the platform
Touchpoint What part of the service do they interact with?	social media	mobile laptop desktop	web browser mobile expense tracker database	network access software report
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?	Increase/decrease	Increase/decrease	Increase/decrease	Increase/decrease
Process ownership Who is in the lead on this?				