| 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 seeks the way to develop an application | they trust us we provide more security / they support us develop the app / if the app is more safely they trust us | the software is made more comfortable / they can easily access on the software / they are commitment with the project / they frequently use this software to communicate | they save more money / they know where the money was going / they can see their budget long |
| **Needs and Pains**
What does the customer want to achieve or avoid?
Tip: Reduce ambiguity, e.g. by using the first person narrator. | 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? | socialmedia | mobile / laptop / desktop | web browser / mobile / expense tracker / database | network access / software / report |
| **Customer Feeling**
What is the customer feeling?
Tip: Use the emoji app to express more emotions | 😊 | 🤣 | 😍 | 😺 |
| *Backstage* | | | | |
| **Opportunities**
What could we improve or introduce? | Increase/decrease | Increase/decrease | Increase/decrease   customer | Increase/decrease |
| **Process ownership**
Who is in the lead on this? | customer | customer | customer | customer |

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