

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?	<div>Creating Secured Environment</div> <div>Highly Effective</div> <div>Cost Efficient</div>	<div>Immediate SMS Alerts</div> <div>Real Time Monitoring</div>	<div>Temperature Sensor prevents from Gas Leakage</div> <div>Identify the Industry's end goal.</div> <div>Develop a Empathymap</div>	<div>To get another person to join you at a specific event</div> <div>Go beyond selling products.</div> <div>Build your social media presence</div>
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>	<div>Reduce Damages</div> <div>Avoiding Accidents</div> <div>Remote Monitoring</div>	<div>Easy Setup Process</div> <div>Always prioritize your Worker's Safety</div> <div>Achieving the Security Requirements</div>	<div>Increase Security</div> <div>Promoting a positive, secure and friendly environment</div>	<div>Low cost maintainence</div> <div>Prove that your products are stable than those offered by competitors</div> <div>Focus on the benefits and feature of the product</div>
Touchpoint What part of the service do they interact with?	<div>SMS Alert</div> <div>Visual Monitoring</div> <div>Audible Alerts</div>	<div>Give an notification for Particular Regions</div> <div>Getting a Alert SMS about Leakages</div> <div>Setting Threshold Levels</div>	<div>Quick update of the Real Time Data</div> <div>Improving Security</div> <div>Ensuring more accurate Alerts</div>	<div>User freindly experience</div> <div>More satisfied with quality of the product</div> <div>By inviting other pepole they can secure them</div>
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?	USER FRIENDLY	PROPER ANALYSIS	FEATURES	MONITORING
Process ownership Who is in the lead on this?	Creator	Creator	Product Provider	Industrialist