











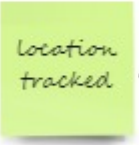
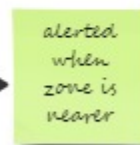
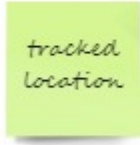
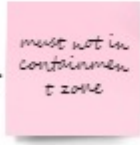
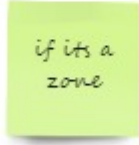


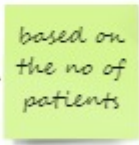










Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
PHASES		 	   → 	 →  → 
STEPS	 → 	 → 	 →   → 	 → 
PROPS				
CUSTOMER FEELING				
Backstage				
Opportunities What could we improve or introduce?	NOTIFICATION CAN BE SENT	PEOPLE MAY NOT HAVE THE SMARTPHONES	DIFFUCULTY IN TRACKING LOCATION	ZONES MAY OVERLAP