Journey Steps	Discovery	Registration	Onboarding and First Use	Sharing
Actions What does the customer do? What information do they look for? What is their context?	Google search	Download App / By creating account / Enter by gmail	Look in the content / Clicks on the icon / Creates a profile / clicks help	Invite others / share views / Send feedback
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	avoid wrong info / look for right website	use valid mail / save your credentials	update the profile / check proper network / know the interface	download and share / chart templates
Touchpoint What part of the service do they interact with?	playstore link	email / Notification	account settings / additional info / guiding manuals	settings
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🧑‍🦳 🤷 🔍	💢 🤔	👍 🆗 🤲	😉 🥳 😅
Opportunities What could we improve or introduce?	use social media as	suggest additional	simplified tool to	encrpty share

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