

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?	analysis the data	chose a datasetconfrim free trail	no costvisualization charts easesly understood the data	open doucumentcustomer satisfy
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>	not analysis live data	access previous datareduce the feild work	long return timesuse any time & any where	efficient resourceopen platform
Touchpoint What part of the service do they interact with?	reduce the feild work	consult with trusted individualfreely analysis	different chartsso helpfulldetailed informati on	websiteeasily accessible
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	🤖	🤔	😞	🤗
Backstage				
Process ownership Who is in the lead on this?	open source platform	open source platform	open source platform	open source platformmiro