

See the  
chapter  
on flight  
insects

Journey Stage	Discovery	Registration	Onboarding and First Use	Sharing
What was the motivation or goal driving it?	Why do they even start the journey?	Why would they trust us?	How can they find success?	Why would they invite others?
<b>Actions</b> What did the customer do? What information do they look for? What is their context?		  	   	  
<b>Goals and Pains</b> What does the customer want to achieve or avoid? Do they have any goals, e.g. saving time, getting more done?	 	  	   	  
<b>Touchpoint</b> What part of the service do they interact with?		  	   	  
<b>Customer Feeling</b> What is the customer feeling? Do they like the design, app, or experience, more generally?				
<b>Challenge</b>	especially large distance covered by lower time	A crowded or exceptionally busy airport can have planes lined up on the runway waiting to take off.		
<b>Opportunities</b> What could we improve or introduce?	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by
<b>Process ownership</b> Who is in the lead on this?				

<p><b>International Business Negotiations</b></p>	<p><b>Small enterprises in the world</b></p>	<p><b>Agreements for international trade</b></p>
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