

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	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 data-bbox="507 376 584 454">Starts to look for flight's status</div>	<div data-bbox="743 376 820 454">Search for flights</div> <div data-bbox="900 376 976 454">Explore the web application</div> <div data-bbox="1056 376 1133 454">Find information on other flights</div>	<div data-bbox="1197 376 1273 454">User Friendliness</div> <div data-bbox="1300 376 1377 454">Invite others</div> <div data-bbox="1404 376 1481 454">Correctness of the prediction</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 data-bbox="453 533 529 611">Wants to avoid dealing with flight delays in the last minute</div> <div data-bbox="558 533 635 611">Get ample time to look for other resources in case of any emergency</div>	<div data-bbox="738 524 815 611">Helps me to get proper information</div> <div data-bbox="842 524 919 611">Helps me to plan my journey better</div> <div data-bbox="946 524 1023 611">Help in changing flight or informed better</div> <div data-bbox="1050 524 1126 611">I can avoid last minute stress and tension</div>	<div data-bbox="1192 524 1268 611">I can always get proper information</div> <div data-bbox="1295 524 1372 611">I can get some other works done</div> <div data-bbox="1399 524 1476 611">I can claim compensation</div>
Touchpoint What part of the service do they interact with?	<div data-bbox="475 678 612 757">Search and explore flights' status</div>	<div data-bbox="799 678 876 757">The list of flights</div> <div data-bbox="986 678 1062 757">Maps that help in choosing a location</div>	<div data-bbox="1300 678 1377 757">Sharing</div>
Opportunities What could we improve or introduce?	<div data-bbox="422 824 703 891"> Better accuracy High Value Low Confidence Low Reach </div>	<div data-bbox="735 824 1139 891"> Ample time to look for other resources High Confidence High Value Low Reach </div>	<div data-bbox="1182 846 1501 880">Avoid cancellations and waste of money</div>
Process ownership Who is in the lead on this?	<div data-bbox="403 987 459 1055">User</div>	<div data-bbox="778 987 834 1055">User</div>	<div data-bbox="1217 987 1273 1055">User and Admin</div>