

Journey Steps Which step of the experience are you describing?	Awareness	Consideration	Decision	Loyalty
Actions What does the customer do? What information do they look for?	Aware of hand gesture Human computer interaction Aware of technology	Improve communication Feature extraction Recognize various gestures	Make purchase Good quality	Share experience Make more purchase Review
Needs and Pains What does the customer want to achieve or avoid?	Camera resolution Background and noise	Cost Effective Meeting demands	Availability Alternative solution Correct information	Increase trust Generous Feedback
Touchpoint What part of the service do they interact with?	Social media Camera quality	Website Live chat Social media	Website Mobile app Computer ,phone	Review sites Live environment Support Knowledge base
Customer Feeling What is the customer feeling?	😬	😞	😊	😄
Backstage				
Opportunities What could we improve or introduce?	Increase awareness	Increase website visitors	Increase patient perspective	Increase positive review
Team(s) involved	Marketing communications	Programmers Marketing	Online development Customer service	Customer service and success