



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?	ASK FRIENDS AND CO-WORKERS	SELECT PLANS UPDATE PAYMENT INFORMATION LOGIN /SIGN-UP	DON'T CALL FOR URGENCY VALIDATE THE STATUS OF ALL KNOWN PHISHING DOMAINS QR BASED APPROACH DON'T SHARE SENSITIVE INFORMATION	TO HELP OTHERS ASK FOR FEEDBACK LEAVE SOCIAL MEDIA LINKS
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	TO PROTECT THE ACCOUNT OF THE BANK TO DISTINGUISH LEGITIMATE AND FRAUD WEB PAGES	EASY TO USE REQUEST AN ANALYZER SCANNING THE LINKS TO DETECT ANY ISSUES	TO PREVENT ONLINE FRAUDS HAVE NEGATIVE EFFECTS ON BUSINESS PROTECT FROM COMPROMISING BOTS AVAILABLE AS A CLOUD SERVICE	TO EARN BIGGER A PRIZES WANTS TO PARTICIPATE DISCOUNT & INCENTIVES
Touchpoint What part of the service do they interact with?	BANNER ADS SOCIAL MEDIA POSTS SEO PAGES	LANDING PAGE NAVIGATION LINKS PRODUCT PAGES	CART CONFIRMATION PAYMENT PAGES ORDER CONFIRMATION ERROR MESSAGE	SOCIAL MEDIA LINKS SENDING EMAILS DEDICATED SUPPORTING & QUERIES
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	FEAR OF DATA BREACHES 😞 WAGES ARE UNSAFE AND EMBARRASSED 😞	THE PLATFORM HAS MANY FEATURES 😞 I NEED TO DO OPT FOR A FREE DEMO 😞	I AM EAGER TO TRY PREMIUM FEATURES 😞 THAT WAS VERY EFFICIENT 😞 THE PAYMENT IS SMOOTH 😞	I WILL LEAVE POSTIVE REVIEW 😞 GIVING RATING STAR 😞
Backstage				
Opportunities What could we improve or introduce?	CREATE A CUSTOMER COMMUNITY AND UNDERSTANDING THE	FOCUSED ON AUTOMATING CUSTOMER SERVICE	KEEPS TABS ON CUSTOMER SERVICE METRICS IN TERMS OF	1.ASKING USER QUESTIONS FOR BETTER CLARITY. 2. MAKE COLLECTING
Process ownership Who is in the lead on this?				

