




Journey Steps Which step of the experience are you describing?	Registration	Onboarding	First session
Actions What does the customer do? What information do they look for? What is their context?	<div>Search in google for our website</div> <div>Try to create an account</div> <div>Register with email account</div> <div>The customer will search for our product</div>	<div>Starts with training</div> <div>Understand the company's field</div> <div>develop the skills needed for the company</div> <div>gain more information about this field</div>	<div>See our product</div> <div>Know about our product</div> <div>Knows the advantages of our product</div> <div>Check our product's quality</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>Easy user interface</div> <div>fast server</div> <div>Quick response</div> <div>Great user experience</div>	<div>The training interface would be easy and understandable</div> <div>They can change their info if they want to</div> <div>They can browse our company's license</div> <div>They can get help from help center</div>	<div>look for the product in our website</div> <div>read about our product</div> <div>read terms and conditions</div> <div>book and place the order</div>
Customer thought	<div>to register to create an account</div> <div>search for our product</div> <div>know about our product</div> <div>do a research about our product</div>	<div>easy communication</div> <div>customer care</div> <div>healthy relationship with customer</div> <div>Stay in contact with the customer</div>	<div>worth for their money</div> <div>easy to fix and use</div> <div>Product quality</div> <div>best experience</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>			
<i>Backstage</i>			
Opportunities What could we improve or introduce?	<div>improving user experience with our pro model</div>	<div>reducing cost by reducing some extra features</div>	<div></div>
Process ownership Who is in the lead on this?	