






| Journey Steps Which step of the experience are you describing? | Discovery Why do they even start the journey? | Registration How does the customer register in this app? | Onboarding and First Use How can they feel successful? | Sharing Why would they invite others? |
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| Actions What does the customer do? What information do they look for? What is their context? | <div data-bbox="638 239 753 361">for providing information about containment zones</div> | <div data-bbox="999 239 1117 361">Sign up using google account</div> <div data-bbox="1162 239 1279 361">app should have user registration and login</div> <div data-bbox="1324 239 1442 361">customer have to connect their location to app after login</div> | <div data-bbox="1526 239 1643 361">search bar is able to search containment zones</div> <div data-bbox="1688 239 1805 361">able to get help by using HELP icon</div> <div data-bbox="1850 239 1968 361">learn more and feedback button is able to use</div> <div data-bbox="2013 239 2130 361">get notifications while entering the containment zones</div> | <div data-bbox="2217 239 2335 361">Edit and invite</div> <div data-bbox="2380 239 2497 361">user friendly application</div> <div data-bbox="2542 239 2660 361">easy to access and providing appropriate information</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="554 482 672 604">monitoring people's activity and alerting them about their safety movements</div> <div data-bbox="716 482 834 604">consumers can view how many are diseased in those areas</div> | <div data-bbox="999 482 1117 604">avoid providing wrong information</div> <div data-bbox="1162 482 1279 604">customer should have the updated app</div> <div data-bbox="1324 482 1442 604">able to get info about other containment zones</div> | <div data-bbox="1526 482 1643 604">gets an alert notification through mail</div> <div data-bbox="1758 482 1873 604">process of finding info about the diseased areas successfully</div> <div data-bbox="1990 482 2108 604">monitoring the public movements like entry, exit, diseased cases</div> | <div data-bbox="2217 482 2335 604">Real time tracking of diseases</div> <div data-bbox="2380 482 2497 604">real time tracking of consumer's navigation</div> <div data-bbox="2542 482 2660 604">helps in isolation information</div> |
| Touchpoint What part of the service do they interact with? | <div data-bbox="638 704 753 825">can search the containment areas</div> | <div data-bbox="999 704 1117 825">online searching containment zones websites</div> <div data-bbox="1162 704 1279 825">free trail page</div> <div data-bbox="1324 704 1442 825">Apps in android, ios,...</div> | <div data-bbox="1610 704 1727 825">we feel confident to travel to unknown locations</div> <div data-bbox="1923 704 2041 825">updatation of cases in the containment zones</div> | <div data-bbox="2217 704 2335 825">finding the containment zones is simple</div> <div data-bbox="2380 704 2497 825">making your travel safe and comfort</div> <div data-bbox="2542 704 2660 825">ease the work of doctors and reporters</div> |
| Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i> | <div data-bbox="666 939 725 1001"></div> | <div data-bbox="1190 939 1248 1001"></div> | <div data-bbox="1797 939 1856 1001"></div> | <div data-bbox="2413 939 2472 1001"></div> |
| Backstage | | | | |
| Opportunities What could we improve or introduce? | <div data-bbox="503 1220 884 1315">Increase/decrease a leading metric by improving X or introducing Y.</div> | <div data-bbox="1013 1220 1394 1315">Increase/decrease a leading metric by improving X or introducing Y.</div> | <div data-bbox="1523 1220 1912 1315">Increase/decrease a leading metric by improving X or introducing Y.</div> <div data-bbox="1990 1199 2111 1322"></div> | <div data-bbox="2248 1220 2637 1315">Increase/decrease a leading metric by improving X or introducing Y.</div> |