

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?	To become fit.	Add their credential s. Connect their google account. Set up a password.	Check on developer details. Adds a profile picture. Leaves feedback for training. Clicks on learn more.	User friendly. User experience is good. Sharing is caring.
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>	High rendering speed. Avoid pop-ups.	Less exploitation of user information. Avoid unnecessary access. Simpler interface.	Allow posting resolution images. Show detailed information of output. Allow access to previous seach history.	Enable to share as a link.
Touchpoint What part of the service do they interact with?	logo	E-mail Free-trial	Account settings. Training interface. Camera settings Profile settings	New document Sharing settings
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😬	😞	😞	😄
Backstage				
Opportunities What could we improve or introduce?	Decrease loading	Minimize data	Recommend new Show overall users number.	Share user's

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

Do physical activities that were hard to do before.

Breaking all the inhibition of being obese.

Able to distinguish between healthy and unhealthy food.

What can they finally avoid doing?

Avoid Eating unhealthy food.

Got rid of unhealthy habits.

What changed in my environment?

Gave shape to the ideas.

Got used to healthy lifestyle.

Positive mindset.