New table

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 do 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?	They search for good industry safety gadget in social media	They will find our innovative product in social media	To connect with the system and mobile / By giving alert when the building are at risk / Checking the efficiency of the IoT device	efficiency / better solution / the product is low cost
Needs and pains what does the customer want to achieve or avoid?	The industry ensures the safety of their buildng / Reduce the damage happens to the building	To have a enough knowledge on using the device	May not know how to use the gadget / Ensure the efficiency of device	They need to check the alert message / To ensure the organization always keep the safety gadget
Touchpoint what part of the service do they interact with?	1.Aware the people 2.Scial media	1.Social media 2.Website 3.Blogs / 1.Message notification	1.Live environment 2.Knowledge base 3.Support	considered the location and price / refer the friends in social media after the first use
Customer Feeling what is the customer feeling?	Intresting ,hesitant ⭐	😊	🤙	❤️
Opportunity **What could we improve or introduce?**	-Inform and educate -chart solution to problem	Increase/decrease a leading metric by improving trust	Increase/decrease a leading metric by comparing cost	Increase/decrease a leading metric by

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What are they able to do?

being confident

Ensure the safety of their building

monitor the damage to be caused

What can they finally avoid doing?

Avoid loss of organization

avoid frustruation

Avoid ignorance

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