**Journey Steps**

**SCENARIO**

**Browsing, booking, attending, and rating a local city tour**

Which step of the experience are you describing ?

# Discovery

Why do they even start the joueney?

# Registration

Why would they trust us ?

# Oboarding and First Use

How can they feel successful ?

# Sharing

Why would they invite others ?

**What changes for 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?**

**What can they finally avoid doing?**

**What changed in my environment?**

Positive mindset

Got used to healthy lifestyle.

Give shape to the ideas

Got rid of unhealthy habits

Avoid eating unhealthy food.

Able to distinguish between healthy and unhealthy food

Breaking all the inhibition of being obese

Do physical activities that were hard to do before.

**Actions**

Set up a password

Connect their Google accounts

Add their credentials

To become fit.

Sharing is caring

User experience is good

User friendly

Clicks on 'Learn More'

Leaves feedback for training

Adds a profile picture

Check on developer details

What does the customer do?

What information do they look for? What is their context?

**Touchpoint**

What part of the service do they interact with ?

Training interface

Account settings

Camera settings

Sharing settings

New Document

Profile settings

**Needs and Pains**

Simpler Interface

Avoid unnecessary access.

Less exploitation of user information

Avoid pop ups

High rendering speed

Allow access to previous search history

Show detailed information of output

Allow posting resolution images

Enable to share as a link

Free Trail

E - mail

LOGO

Why does the customer want to achieve or avoid ?

**Customer Feeling**

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☹️

What is the customer feeling ? To express emotions.

Recommend new

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***BACKSTAGE***

**Areas of opportunity**

What could we improve or introduce ?

Decrease Loading

Minimize Data

Show overall users number

Share User's