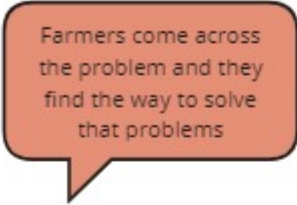







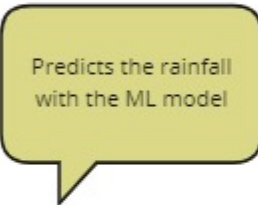









Journey Steps Which step of the experience are you describing?	Discovery	Registration	Onboarding and First Use	Sharing
Actions What does the customer do? What information do they look for? What is their context?				
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>				
Touchpoint What part of the service do they interact with?				
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?	