



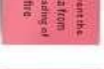






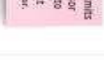
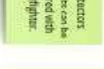
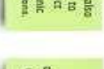







Project Design Phase-II

Customer journey map

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?		  	   	  
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	 	  	   	  
Touchpoint What part of the service do they interact with?		  	   	  
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions				
Backstage				
Opportunities What could we improve or introduce?	<div>Increase/decrease a leading metric by</div>	<div>Increase/decrease a leading metric by</div>	<div>Increase/decrease a leading metric by</div>	<div>Increase/decrease a leading metric by</div>
Process ownership Who is in the lead on this?	