

JOURNEY STEPS Which experiential step 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 steps does the client take? What details are they seeking? What is the situation?	To facilitate easier communication	For faster communication Robustness It operates with no interruption	Exploring all the available features Easier interface	To facilitate the service of togetherness To help who are in need
NEEDS AND PAINS What does the client hope to accomplish or stay away from? <i>Tip: Reduce ambiguity, e.g. Use the first person narrator to clarify any uncertainty, for instance.</i>	To avoid barrier in communication To prevent obstructions	Clear instruction Secure data and user information	Feel optimistic reassurance Face detection	Actual prediction Friendly environment
TOUCHPOINT Which aspect of the service do they use?	Computer vision Neural memories	Face recognition Voice recognition Google assistance	Through AI chat bots Via written documents Training interface	Data sharing platform Social media
CUSTOMER FEELING What is the customer feeling? <i>Tips: To express more emotions, use the Emoji app.</i>	😮	😞	😞	🤖
BACKSTAGE				
OPPORTUNITIES What could we improve or introduce?	To increase the	To increase rate of	Identifying	To increase the
PROCESS OWNERSHIP Who is in charge of this?	Developer	Customer	Customer	Customer