

Tina Martinez uses the “Migrant Blue” app for the first time to get a job.							
Phase	Discover How will I determine that I have a need?	Acquire How will I acquire/install the product?	Use How will I use the product?	Repeat How will I use the product again?	Gets Value How will I determine the value gain?	Pays for it How will I pay?	Share How will I buy more product or spread awareness?
Customer Actions (Doing)	I NEED A JOB!	DOWNLOAD APP ON PHONE	I OPEN IT AND TAP CREATE A RESUME	EACH TIME OR SEASON I NEED WORK	I GET SATISFACTORY EMPLOYMENT	APP WILL BE SPONSORED BY GRANTS/ DONATIONS	REFER A FRIEND TO GET A FREE TRAINING SESSION
Customer Happy Moments (Thinking/Feeling)	I FOUND MIGRANT BLUE!		I GOT MY VISA DOCUMENTATION DONE	I RECEIVED SOME TRAINING	I GOT MATCHED	ITS FREE TO ME!	
Customer Pain Points (Thinking/Feeling)	JOB SEARCH FRUSTRATION	DO I NEED APP OR JUST CHOOSE AN AGENT?	I'M TIRED OF FULFILLING DOCUMENTS!	I NEED SPECIALIZED TRAINING	I DO NOT GET MATCHED		
Technology (Tech requirements)		PHONE	PHONE	PHONE	PHONE		
Backstage Actions (How you enable customer actions)		CREATE CATALOGUE OF EMPLOYERS	TROUBLESHOOT USER ISSUES	CATALOGUE/UPDATE TRAININGS	CREATE TRAININGS AND DETAILED JOB DESCRIPTIONS	RESEARCH GRANT AND FUNDING OPPORTUNITIES	
Opportunities (How can we			INCORPORATE USER FEEDBACK TO REFINE	OFFER DISCOUNTS FOR MORE TRAININGS	INCORPORATE USER	FIND BETTER FUNDING TO	PROMOTE THE APP BETTER