


Phase / Step summary	Customer requests service	Set-up service for customer	Onboarding	Use the service	Complete engagement
Explanation Step definition Step Image Customer Activities Customer Goals Customer Needs	This is a summary of the steps beneath this bow, signifying phases of the scenario with a start and finish Visible step... New member arrives on the community signup page Slack Admin Slack admin gets mailchimp notification				
Capture Insights Customer Emotions Quote Experience Thinking Feeling Insight evidence					
Paint the Picture Touchpoint A	PSD.com community page Mailchimp signup form Slack admin email				
Paint the Picture Touchpoint B	Mailchimp signup form				
Paint the Picture Actor A	New user				
Paint the Picture Actor B	New user				
Paint the Picture System	Mailchimp				
Paint the Picture Policy	New members must provide some identifying info				
Paint the Picture Observation / Fact	There is no way to get signups without Mailchimp				
Paint the Picture Metric / Data					
Capture Insights Question / Unknown	Is it possible to validate that URL field are URLs?				
Capture Insights Critical Moment	People can put garbage in LinkedIn and twitter form				
Capture Insights Idea / Opportunity 1	This form could be embedded into website instead for 1 less screen				