1 Touch points

Pre-service		Service					Post-service		
Three weeks before the new laptop arrives	The day before the new laptop arrives	The new laptop arrives					A week after the new laptop arrives		A month after the new laptop arrives
Yay, I got the job! I signed my contract and discussed fringe benefits.	I got a welcome email and an onboarding program. But no details. Do I get a laptop? I guess I'll get all the answers tomorrow.	My first day! My team lead shows me around and accompanies me to the service desk to pick up my laptop.	I pick up my laptop at the service desk and meet some service desk employees who say my laptop should be ready for use.	I settle at my desk and try to log in. The username and password I got don't work, no matter how often I try. Caps Lock isn't on either.	I somehow find my way back to the service desk alone. The service desk employees activate my username and password and show me the Self-Service Portal.	I return to my desk and continue with my onboarding program.	After my onboarding, I'm ready to do some actual work. I need to download a PDF reader so I check the knowledge base for help.	I find a detailed knowledge item and download a PDF reader in no time. Time to get to work.	I receive an email from the service desk, asking if my laptop still functions properly and if I need any help.

2 Means of communication

3 Emotion scores

Excited	Curious	Excited, overwhelmed	Happy	Disappointed, tense	Relieved	Optimistic	Curious	Pleasantly surprised	Happy

4 Pain points

	Oliver doesn't know whether he gets a laptop in the first place or not.			Oliver can't log into his laptop which means he can't work either.			Oliver's laptop doesn't have basic software yet. He can't do his work properly.		

5 Opportunities

Give as much specific information beforehand as possible. Does a new employee get a laptop when they start, or does your organization support Bring Your Own Device (BYOD)? What can they expect on their first day?	Make sure the username and password are activated before a new employee picks up their laptop. Take a moment to go over all the details when you deliver a new laptop. Check and double check if everything works properly while the new employee waits at the service desk. This way, they can immediately ask questions if necessary without having to make an extra trip to the service desk.	Make sure every new laptop has at least basic software such as a PDF reader. Add useful bookmarks too - for example to the Self-Service Portal or to the knowledge base.