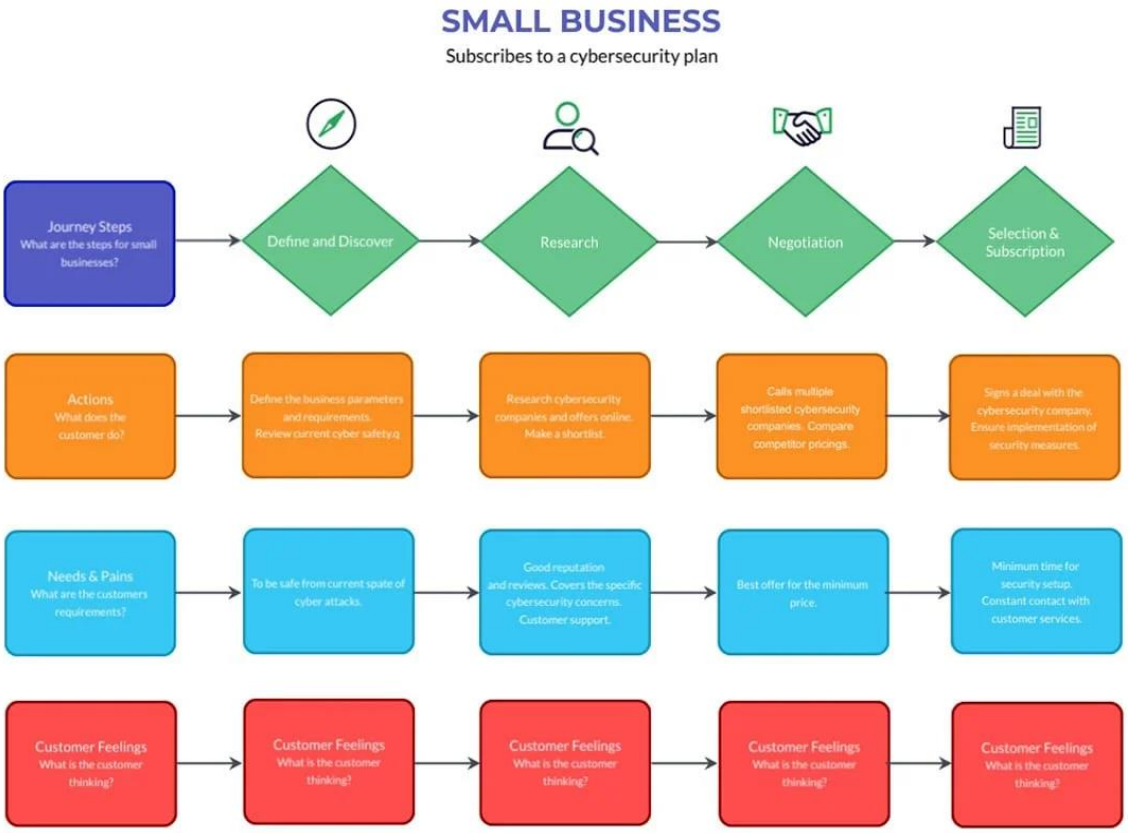
REQUIREMENT ANALYSIS

1. Customer Journey Map



Overview

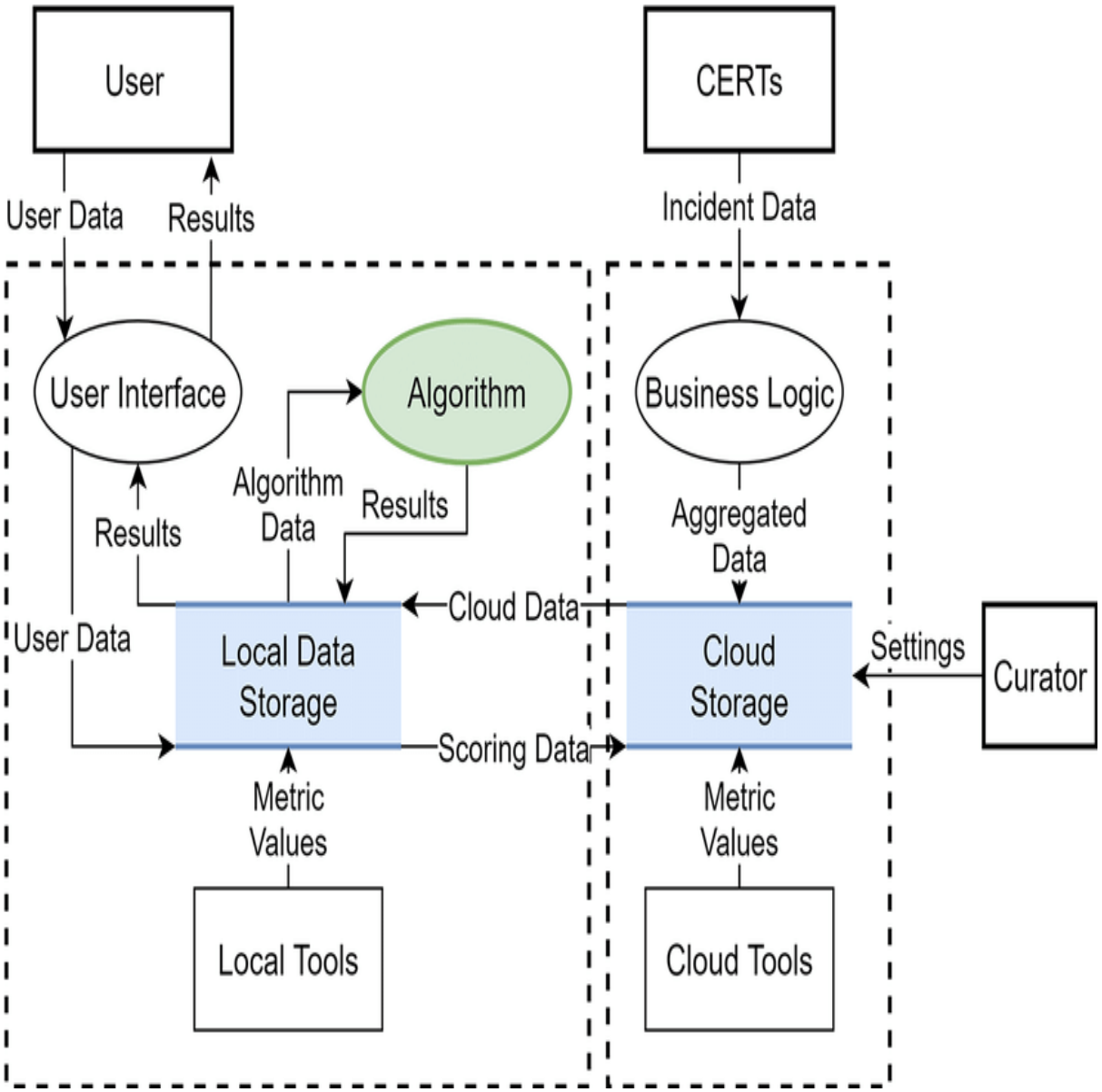
The Customer Journey Map provides an end-to-end view of how a small business subscribes to a cybersecurity plan. It highlights:

- **Journey Steps**: From initial awareness and research to negotiation and final subscription.
- **Actions**: Specific actions the customer takes at each stage (e.g., defining business parameters, researching cybersecurity solutions, comparing providers).

- **Needs & Pains**: Key pain points and needs that arise, such as fear of cyberattacks or difficulty choosing the right plan.
- **Customer Feelings**: Insights into what the customer might be thinking or feeling during each step.

Use this map to identify critical touchpoints and optimize the experience for potential customers.

2. Data Flow Diagram



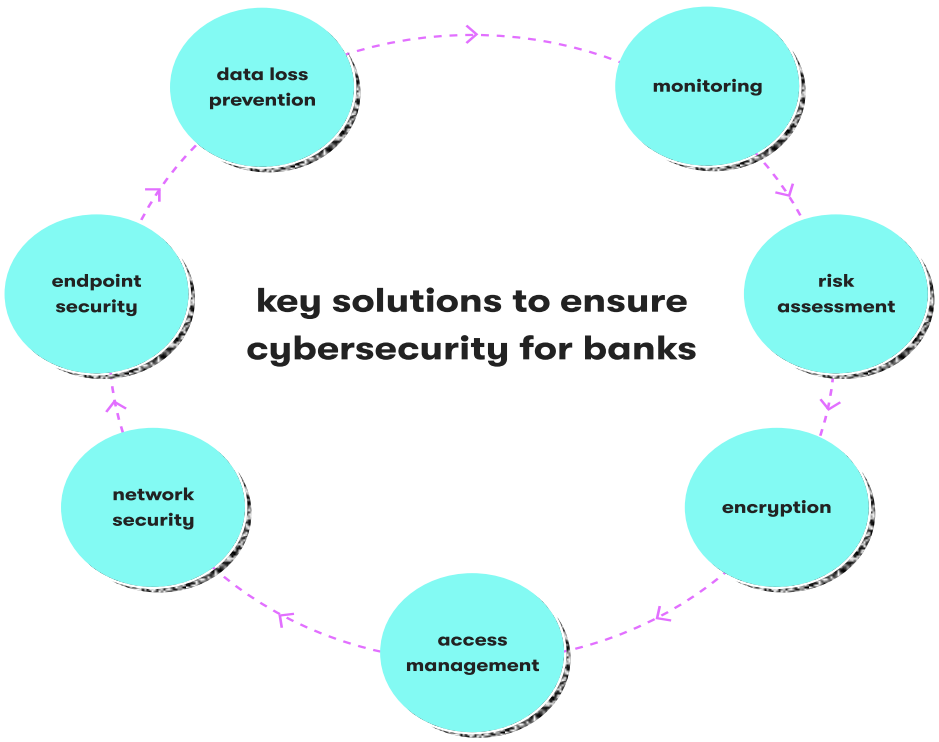
Overview

The Data Flow Diagram illustrates how data moves through the cybersecurity system. It typically includes:

- **Data Sources**: Where the data originates (e.g., customer input, threat intelligence feeds, logs).
- **Processes**: How data is processed (e.g., analysis, threat detection, reporting).
- **Data Storage**: Where and how the data is stored (databases, cloud storage).
- **Outputs**: Reports, alerts, or dashboards that provide actionable insights.

This diagram ensures all stakeholders understand the flow of information and the points where security controls must be applied.

3. Solution Requirements



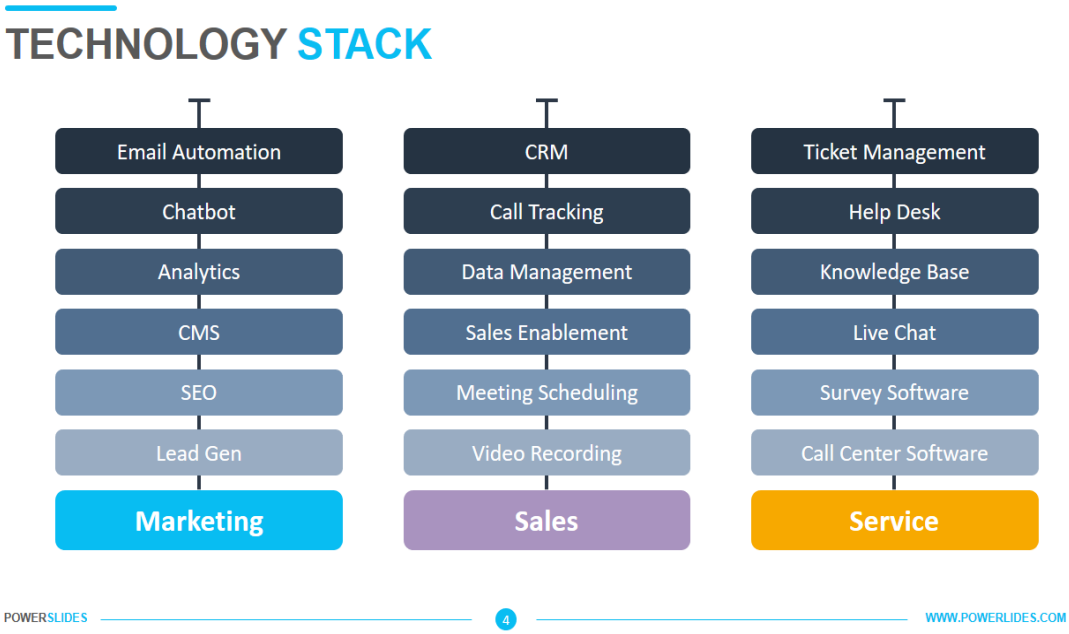
Overview

Solution requirements detail both **functional** and **non-functional** needs for the cybersecurity plan. Examples include:

- **Functional Requirements**:
  - User authentication and access control
  - Real-time threat detection
  - Incident response workflow
  - Reporting and analytics
- **Non-Functional Requirements**:
  - Scalability to handle increasing data loads
  - Performance metrics (e.g., response times, throughput)
  - Security and compliance standards (GDPR, ISO 27001, etc.)
  - Reliability and availability (uptime SLAs)

These requirements guide the technical design and ensure the final solution aligns with business goals.

4. Technology Stack



Overview

The Technology Stack outlines the tools and platforms that power the solution, typically divided into **Marketing**, **Sales**, and **Service** components. Common elements include:

1. **Marketing**
    - Email Automation
    - Chatbot
    - Analytics
    - CMS (Content Management System)
    - SEO Tools
    - Lead Generation Tools
2. **Sales**
    - CRM (Customer Relationship Management)
    - Call Tracking
    - Data Management
    - Sales Enablement
    - Meeting Scheduling
    - Video Recording
3. **Service**
    - Ticket Management
    - Help Desk
    - Knowledge Base
    - Live Chat
    - Survey Software
    - Call Center Software

These layers work together to support the cybersecurity solution's full lifecycle—from attracting potential clients, to managing customer relationships, to providing ongoing support.

Document Usage

- **Placement of Diagrams**: Wherever you see the placeholder brackets (e.g., [Insert Customer Journey Map Diagram Here]), embed or insert the corresponding image.
- **Customization**: Feel free to add, remove, or modify sections based on specific requirements or project details.
- **References**: You may also include references or links to supporting documentation, additional research, or regulatory guidelines.