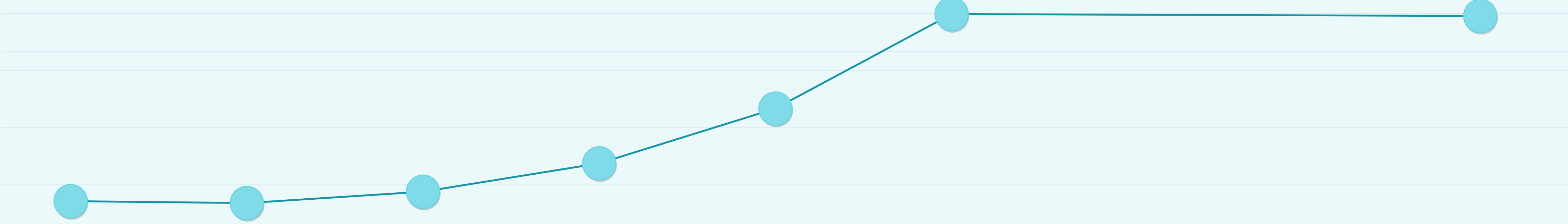


Customer phases	Before		During			After
Customer Journey	Issue on Kevin research - Lack of conversation about a subject + Laziness		Discovering Garrasi	Testing Garrasi on the subject website	Testing Garrasi widely	Fulfilled needs
Explanation	Kevin has an IT project in which the issue to solve require some knowledge that is not his preferred domain. Now he needs to do a lot of research to continue his project. But it takes a lot of time to get satisfactory information. He successfully get a useful article from a website, but he feels unwell because he is lazy to keep track with conversation about it on social media or get ChatGPT to do it.		He suddenly thinks an extension where comments on articles are shown might exists and useful. Before even think about doing it himself, he find one called Garrasi and begin to test it.	At a glance, he get pleased with the simplistic UI and by the fact that he don't need to connect his email to use the extension. Window isn't too invasive and he can still read his article while looking at the comment about it with one eye.	Kevin tested Garrasi on a GitHub public repository root. People discussed about the project in the comments channel. He also tested it on Wikipedia where he get useful information.	Kevin now no longer has to : - Add a new tab - Type a social media + the subject - Click on a "potential" link. Retype if he can't find a good one - Get "potential" good info in this website. Return to search page if he can't find some. Now he can just: - Click on the top right extension icon - Choose the channel he want - Enjoy what he is searching for
Customer Needs	Kevin needs some conversation about an article but he can't get any on social media.	Kevin might be too lazy this day and doesn't want to check on another browser tab or solve this problem himself.	Kevin needs access to Garrasi on every page. Showing comments of every website pages is useful. Showing chat might be entertaining.			Garrasi meets Kevin's expectations
Emotional Curve						
Solutions Idea 1	Create an extension because you don't have to add a new tab.					
Solutions Idea 2	Create useful and entertaining channels according to customers needs (Q&A, DiscuChat, Tips, Feedbacks)					
Solutions Idea 3	Create a forum with a "like" system ("kind of verify" an info)					

Customer phases	Before	During	After
Customer Journey	<div data-bbox="385 219 1277 387">A bad day for brakes!</div> <div data-bbox="385 403 1277 772"> <p>Sophia fell with her motorbike and broke her break pad. She decided to fix it herself, and starts to browse the internet in order to find detached parts. She knows what she is doing, and quickly opens her go-to provider. She buys what she needs, and fixes her bike. Several weeks later, it breaks again. She goes back to the website, and decides to buy another one but she wants to know more before buying this time: was there an issue with the product, or was it her who misused it?</p> <p>After browsing the web for a while, she can't find a discussion about the precise part she bought, because her bike is an old model and does not fit the standard part. Out of options, she is readying to change providers in order to get a part which has some reviews, just before she hears about Garrasi.</p> <p>She installs the Chromium extension, chooses her pseudonym (SoClefAnglaise) and voilà! as simply as that, she is in.</p> </div>	<div data-bbox="1308 219 2200 387">Learning and sharing</div> <div data-bbox="1308 403 2200 772"> <p>Having installed the extension, Sophie returns on her provider's website. The extension informs her that over two thousand people have commented on this web page. She opens the comment feed and clicks on the feedback category. Here, she sees that multiple people complain about a low quality on this particular piece. Some users point to another similar part from a different brand, even providing her with a link. She clicks, and after reading a great number of quality reviews, she decides to buy it.</p> <p>Before leaving the website, she gets curious and clicks on the "tips" category of the chat. A handful of people provide detailed tips about how to install the part, and what errors to avoid. She feels that her own experience could be useful, and adds to a tip discussing the importance of not scratching the surface by explaining how she protects it during manipulation. She scrolls some more, and gets more confident that she indeed did everything right, and that it was indeed the part that was faulty.</p> </div>	<div data-bbox="2231 219 3108 387">A new life of opportunities</div> <div data-bbox="2231 403 3108 772"> <p>Sophie receives the new part and mounts it. It holds well this time, and she goes back on the app to confirm that it works as intended. She feels more confident in her ability to maintain her bike in the future because she has finally a way to discuss with people who have the same specific need for vintage parts. She will start using Garrasi to share what she learns when she works on her bike, and perhaps even to share tips for her studies as well.</p> </div>
Customer Needs	<div data-bbox="385 790 1277 971"> <p>She needs precise information concerning a specific product which does not have a lot of users.</p> <p>She needs additional information than what is provided by the official website.</p> <p>She needs to identify a problem before looking for a solution.</p> </div>	<div data-bbox="1308 790 2200 971"> <p>Sophie wants to make sure that she is making the correct choice, and wants to be sure that others will not have same difficulties or make the same errors.</p> </div>	<div data-bbox="2231 790 3108 971"> <p>She now has an easier access to a community of enthusiasts with whom she will be able to discuss and exchange at the same time as she is looking for technical information.</p> </div>
Emotional Curve			
Solutions Idea 1	<div data-bbox="385 1395 3108 1576">Make an extension with conversations that change every time the URL changes</div>		
Solutions Idea 2	<div data-bbox="385 1594 3108 1776">Create multiple channel for different uses: Q&A, Tips, DiscuChat and Feedbacks</div>		
Solutions Idea 3	<div data-bbox="385 1794 3108 1981">Create a upvote/downvote system to check if the information in the message is genuine</div>		

Customer phases	Before	During	After
Customer Journey	Down with the fake news!	Gather and share information	Wanting even more
Explanation	<p>Yuu had enough with fake news. Even the media are manipulating people minds since censorship exists in her country and she can't do anything about this.</p> <p>A friend of her offered to try a VPN to access better information and communicate with people around the world.</p> <p>After installing Chrome in her personnal computer, since she wanted something to connect with people very quickly, Yuu's friend advice her to install Garrasi extension.</p>	<p>After installing Garrasi, she rapidly noticed how the extension is convenient, espacially because channels exist.</p> <p>When she reads an article from the Internet, she could see in the DiscuChat how people disagree with what is stated in a precise paragraph.</p> <p>She can even help some medecine first-year student with everything she could do, giving them tips or answering their questions.</p> <p>When she see an absurd comment, she can happily judge and freeze it so that people don't get wrong idea</p>	<p>Yuu tested every single feature in this extension and is happy with it. But she feels like the UI is off and can be improved.</p>
Customer Needs	She needs to connect with people from abroad conveniently.	She needs to evaluate how people from abroad think and share her genuine knowledge to potential workers in her field.	She needs better UI and more features.
Customer Emotional Curve			
Solutions Idea 1	Create an extension that connect people without a mandatory login		
Solutions Idea 2	Create multiple channel for different uses: Q&A, Tips, DiscuChat and Feedbacks		
Solutions Idea 3	Create a upvote/downvote system to check if the information in the message is genuine		