

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div>To facilitate easier communication</div>	<div>For Faster accessibility</div> <div>For robustness</div> <div>It operates 24x7 without interruption</div>	<div>Exploring all the available features</div> <div>Easier interface</div> <div>Checking whether the actual outputs match the expected outputs</div>	<div>To facilitate a sense of togetherness</div> <div>To help those who are in need similar to them</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>To avoid the barrier in communication</div> <div>To prevent obscurities</div>	<div>Clear instruction</div> <div>Secured data and user information</div>	<div>Feel optimistic</div> <div>Encouraged but need clarity, comfort and reassurance</div> <div>Fast detection</div>	<div>For accurate prediction</div> <div>Friendly environment</div>
Touchpoint What part of the service do they interact with?	<div>Computer Vision</div> <div>Neural Networks</div>	<div>Through simple voice command</div> <div>Google</div> <div>Face recognition</div>	<div>Training interface</div> <div>Through AI chatbot solution</div> <div>Via written document</div>	<div>Data sharing platform</div> <div>Social Media</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the <b>emoji app</b> to express more emotions</i>	<div>🤖</div>	<div>😟</div>	<div>😟</div>	<div>🧑🏻</div>
Backstage				
Opportunities What could we improve or introduce?	<div>To increase the cyber defense accuracy</div>	<div>To increase the rate of prediction</div>	<div>Identifying new attack patterns</div>	<div>To increase the speed of the system</div>
Process ownership Who is in the lead on this?	<div>Developer/ Founder</div>	<div>User/ Customer</div>	<div>User/ Customer</div>	<div>User/ Customer</div>