





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?	To overcome their problems	For Fast Accessibility For accurate response AI operates 24/7 without interruption	Reading Assistance To try the product Feel free to work in environment For better communication	For Fast fixing of bugs Problem resolved
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>	To overcome the negative attitudes of people towards disability To break the barriers they face	Thinks this seems easy Curious Protective Enthusiastic Clear instruction	Feel optimistic Encouraged but need clarity, comfort and reassurance Fast detection	For higher prediction Friendly Environment For high Accuracy
Touchpoint What part of the service do they interact with?	Computer vision Natural Networks	Through simple voice command Face Recognition Google	Training interface Through AI Chatbot Solution Via write document	Tells colleagues and business associates about the software and the speedy service received to solve the problems
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Backstage				
Opportunities What could we improve or introduce?	To increase the cyber defense accuracy	To increase the rate of prediction	Identifying new attack patterns	To increase the speed of the system
Process ownership Who is in the lead on this?	Developer/ founder	User/ Customer	User/ Customer	User/ Customer