

| 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 emoji app 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> |