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 facilitate easier communication		For Faster accessibility	For robustness	It operates 24x7 without interruption	Exploring all the available features	Easier interface	Checking whether the actual outputs match the expected outputs	To facilitate a sense of togetherness	To help those who are in need similar to them
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	To avoid the barrier in communication	To prevent obscurities	Clear instruction	Secured data and user information		Feel optimistic	Encouraged but need clarity, comfort and reassurance	Fast detection	For accurate prediction	Friendly environment
Touchpoint What part of the service do they interact with?	Computer Vision	Neural Networks	Through simple voice command	Google	Face recognition	Training interface	Through AI chatbot solution	Via written document	Data sharing platform	Social Media
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🤯		🥺			🙁			🥳	
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	

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