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 communication · robustness · It operates with no interruption	Exploring all the available features · Easier interface · Matching the actual output	To facilitate the sense of togetherness · To help who are in need
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 · Reassurance · Fast detection	Accurate prediction · Friendly environment
Touchpoint What part of the service do they interact with?	Computer Vision · Neural networks	Face recognition · Voice Recognition · Google assistant	Through AI chat bots · Via written document · Training interface	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 defence accuracy	To increase the rate of prediction	Identifying attacks/patterns	To increase the speed of the system
Process ownership Who is in the lead on this?	Developer	Customer	Customer	Customer