Journey steps Which steps 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?
Action 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 24*7 without interruption	Exploring the availability feature Easier interface Checking whether the actual output match the expected output	To facilitates 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 obscruties	Ciear instruction Secured data and user information	Feel optimistic Fast detection Encouraged but need clarity comfort and reassurance	For accurate prediction Friendly enivornment
Touch point What part of the service do they interact with?	Command vision Neural network	Through simple voice command Face recognition Google	Via written document Through AI chatbot solution 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 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