Game-Changer
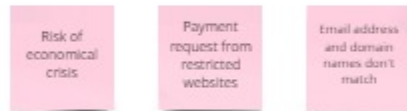
This is the journey of a

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

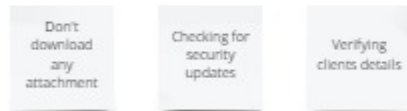**What are their key goals and needs?**

- Malwares get terminated
- Quick security updates
- Eliminate cyber threat risk level

What do they struggle with most?

- Risk of economical crisis
- Payment request from restricted websites
- Email address and domain names don't match

What tasks do they have?

- Don't download any attachment
- Checking for security updates
- Verifying clients details

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?	Provide the link suspected	Firewall protection enabled / Assurance of credential accounts / Verification process will be initiated	Personal information will be safer / Suspicious emails will be tracked and terminated / Customers details will get encrypted / Eliminating pop up ads	Links should be secured / Guide the clients in make use of proper way / Accurance of Spam detectors
Needs and Pains — What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	App may be get affected by malware / Customer details may be questionable	Encrypted security measures / Strongest Spam detectors / Easily detected and solved	Detailed knowledge about spam mails / Top tier protection will be given / Customers satisfaction will be assured / Trust-Worthy Software	Spam messages sometimes may not be get caught / User everytime wants to open the app for detecting web phishing / Loss of Intellectual property
Touchpoint — What part of the service do they interact with?	Easy accessible interface	Choose the payment package / Targeting companies that use E-banking and daily use / Access daily plan	Able to detect fraud websites / User friendly application to help customers / Social connections / It enlightens the vision of acknowledgement	Increase security patches / Reduce unnecessary websites / Increases user alertness
Customer Feeling — What is the customer feeling? Tip: Use the emoji app to express more emotions	New beginning / 😇 / Successful transactions	Technology improvement / 💪 / Assurity	It Slows up the device speed / 🫤 / It leads to insecurities	Verified profile confirmations / 🤝 / Private information will be shared without third parties involvement
Backstage				
Opportunities — What could we improve or introduce?	Through emails	By customers	Broadcasting	Give credit points
Process ownership — Who is in the lead on this?	User	Database Admin	Management	Client

Outcome

What changes for them?

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

- Customer can keep the details safe
- Transactions can be made safer
- Highlighting the threat mails

What can they finally avoid doing?

- Sharing personal details
- Don't click any restricted links
- Rumours can be neglected

What changed in my environment?

- No spyware threats
- Safer environment for clients
- Advanced security

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