

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?	Why
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 s tog
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>	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	F F
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	D
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	🤖	😞	😞	
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 increa
Process ownership Who is in the lead on this?	Developer/ Founder	User/ Customer	User/ Customer	