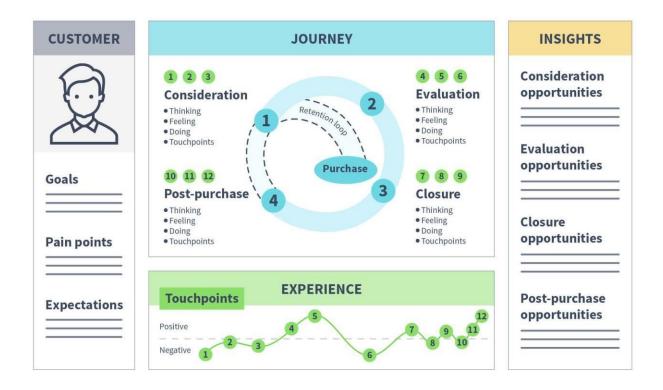
3.1 Customer Journey Map



A Customer Journey Map visualizes the process a customer (or user) goes through when interacting with a product, service, or solution. For this project, which focuses on cybersecurity threats and solutions, we can develop a Customer Journey Map from the perspective of a business or organization that is looking to address cybersecurity challenges.