CUSTOMER JOURNEY MAP
Smart SDLC using Generative AI on IBM Cloud

STTAGE	CONSIDERATION	CONSIDERATION	ONBOARDING	USAGE	OPPORTUNITIES
Customer Goal	Learn about toois to accelerate SDLC with AI	Sequare SDLC tools, understant AI integration	Use AI for requirement analysis genefigure AI modules	Contact so-poort, submit feedback	Resolve issues get updates request new e
Customer Actions	• Request demo • Evaluate features • Consult peers	• Request demo • IBM Cloud documentation	• Use AI for requirement analysis	• Contact sup-port, submit feedback	Slow response times Sparse conrnunity
Touchpoints	Set up Smart SDLC system uing IBM Cloud	• IBM Cloud Console • Onboarding wizard	• Use AI for requirement gnalysis • Integration	• Smart SDL C Dashboard • IBM Watson APIs	Slow response times Sparse community
Ousport	Set up Smart SDLC tasks documenta-tion, planning, testing, code reviews	• Initial setup complexity • Integration challenges	• AI accuracy doubts • Learning curve	• In-app tips Real-time feedback • Community support	Slow response times Sparse community Community