

	Discovery Through a friend	Joining	Sign Up / Vetting	Using the App
User Actions (Activities)	Talking to a Friend at work	Downloading	Create a profile and add the friend as a etting partner	"Walk Me Home"
Touchpoints (Interaction Points)	Word of Mouth	App Downloading Page	Арр	Арр
Sentiments (Thought Bubbles)	"Hmm why not give it a try"	"It seems professional enough"	"I'm able to see who has vetted them and ask them directly"	"I can finnaly feel safe walking home"
Emotions (Mood Meter)				

Rue

	Discovery Through an Ad	Joining	Sign Up / Vetting	Using the App
User Actions (Activities)	Received one of our Glass protection in Munich	Downloading	Create a profile and seeing that some contacts are using the app	Finding some safe bars and friends to hang out with
Touchpoints (Interaction Points)	Physical Ad	App Downloading Page	Арр	Арр
Sentiments (Thought Bubbles)	"This is very smart way to advertise, maybe I'll check the app"	"This is easy to get I hope it's as easy to sign-up"	"It's easy to use and intuitive, I didn't know they were using AEGIS, i'll add ask them to vet me"	"I can finnaly feel safe in new cities"
Emotions (Mood Meter)				



	Discovery Through Work	loining	Sign Up / Votting	Lloing the App
	Discovery Through Work	Joining	Sign Up / Vetting	Using the App
User Actions (Activities)	Workshop about consent at work	Downloading	Create a profile and signing up to become a SHIELD	Learning about consent and being an active SHIELD
Touchpoints (Interaction Points)	Handout from a volunteer	App Downloading Page	Арр	Арр
Sentiments (Thought Bubbles)	"I want to learn more about consent"	"This seems to have a lot of informations"	"I think everyone needs to feel safe. I will inform myself and protect"	"I will become better to make my community safer"
Emotions (Mood Meter)				



	Discovery Through her school	Joining	Sign Up / Vetting	Using the App
User Actions (Activities)	Workshop about consent at school	Downloading	Create a profile and signing up as a minor	Being able to get help i dangerous situation
Touchpoints (Interaction Points)	Handout from a volunteer	App Downloading Page	Арр	Арр
Sentiments (Thought Bubbles)	"I want to feel safe coming home after dark"	"The app seems reliable"	"My profile is protected and only trusted people can help me"	"I will be safer"
Emotions (Mood Meter)				