

Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID37820
Project Name	Web Phishing Detection

Template



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP
As you add steps to the experience, move each block "down" the column, depending on the scenario you are documenting.

SCENARIO Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Search Sociality Browse for phishing data Test the message content on a device	Read about web phishing Visit URL Use the link to book a tour Book a URL Purchase a ticket or reservation	URL is visible Customer payment The user is able to book a tour Customer feedback is visible Payment is visible	Read the tour Check the tour The user is able to book a tour Customer feedback is visible Payment is visible	See profile Use feedback The user is able to book a tour Customer feedback is visible Payment is visible
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	Use the site Add support Get training to book	Try the message content on a device Use the link to book a tour Book a URL Purchase a ticket or reservation	Use the site Add support Get training to book	Use the site Add support Get training to book	Use the site Add support Get training to book
Goals & motivations At each step, what is a person's primary goal or motivation? (Help me, " or "Help me avoid...")	To avoid phishing attacks To avoid being scammed	To avoid phishing attacks To avoid being scammed	To avoid phishing attacks To avoid being scammed	To avoid phishing attacks To avoid being scammed	To avoid phishing attacks To avoid being scammed
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Personalized content Use the site Add support Get training to book	Use the site Add support Get training to book	Use the site Add support Get training to book	Use the site Add support Get training to book	Use the site Add support Get training to book
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	When the site is down When the site is slow When the site is not working	When the site is down When the site is slow When the site is not working	When the site is down When the site is slow When the site is not working	When the site is down When the site is slow When the site is not working	When the site is down When the site is slow When the site is not working
Areas of opportunity How might we make each step better? What does do we have? What have others suggested?	Improve the site Use the site Add support Get training to book	Improve the site Use the site Add support Get training to book	Improve the site Use the site Add support Get training to book	Improve the site Use the site Add support Get training to book	Improve the site Use the site Add support Get training to book