User journey

by the Design Team of Accenture Interactive NL

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, aka the stakeholder in your project. The information you add here should be representative of the observations and research you've done about your users. 🔎

Phases

High-level steps your user needs to accomplish from start to finish

1.User Registration	2)Provide the link suspected	3.Using the app to detect phishing websites.	4.Rate the experience

Steps

Detailed actions your user has to perform

Google play Store	App store	Microsoft store		Login	Choose the payment Package	Acces daily plan		Direct app viewing	Monitoring	Experiencing the app		Review User Activity	Feedback	Rate

Feelings

What your user might be thinking and feeling at the moment 👍

New Beginning	Technology Improvement	Assurity		Free from fraud websites	found a good app to detect phishing	Free from spams and scams		Banks promote this applications	E shopping websites promote this application	Lots of people get benefited		Users may promote this	Good accuracy	good rating from the customers

👎

Need internet connection	Phone Storage	Regular Checking		Its a heavy app to use	It slows up the device speed	It may be get affected by malware		User every time wants to open the app for the usage	Accessabilities of user is identified	spam messages sometimes may not be get caught		Cannot use after the subscription ends	It cant be used by poor peoples	It is not suitable for peoples who are illiterate

Pain points

Problems your user runs into

1)User every time wants to open the app for detecting web phishing

2) App may be get affected by malware

3) Its not free of cost

Opportunities

Potential improvements or enhancements to the experience

1)Able to detect fraud websites

2)Targeting companies that use e-banking on daily basi

3) They interact with software and hardware components like laptop

TIP
Click on the + outside the border of the table to add additional rows and columns.

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