

Customer Journey Map

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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, make each block "flow" to the left or right, 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 expect once?	Search Security Test the message content on each device	Read about web phishing Visit the right kind of site Visit the right kind of site Visit the right kind of site	URL detection Customer payment The core details of the experience Customer feedback	Result of the work Closing the process The core details of the experience Customer feedback	Send profile Use feedback The core details of the experience Customer feedback
Interactions What interactions do they have at each step along the way? ■ 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 get it	Try the message content on each device Visit the right kind of site Visit the right kind of site	Message content Customer payment The core details of the experience Customer feedback	Result of the work Closing the process The core details of the experience Customer feedback	Send profile Use feedback The core details of the experience Customer feedback
Goals & motivations At each step, what is a person's primary goal or motivation? (Help me, " or "help me avoid...")	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it
Areas of opportunity How might we make each step better? What does do we have? What have others suggested?	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it	Learn how to use the site Add support Get training to get it