

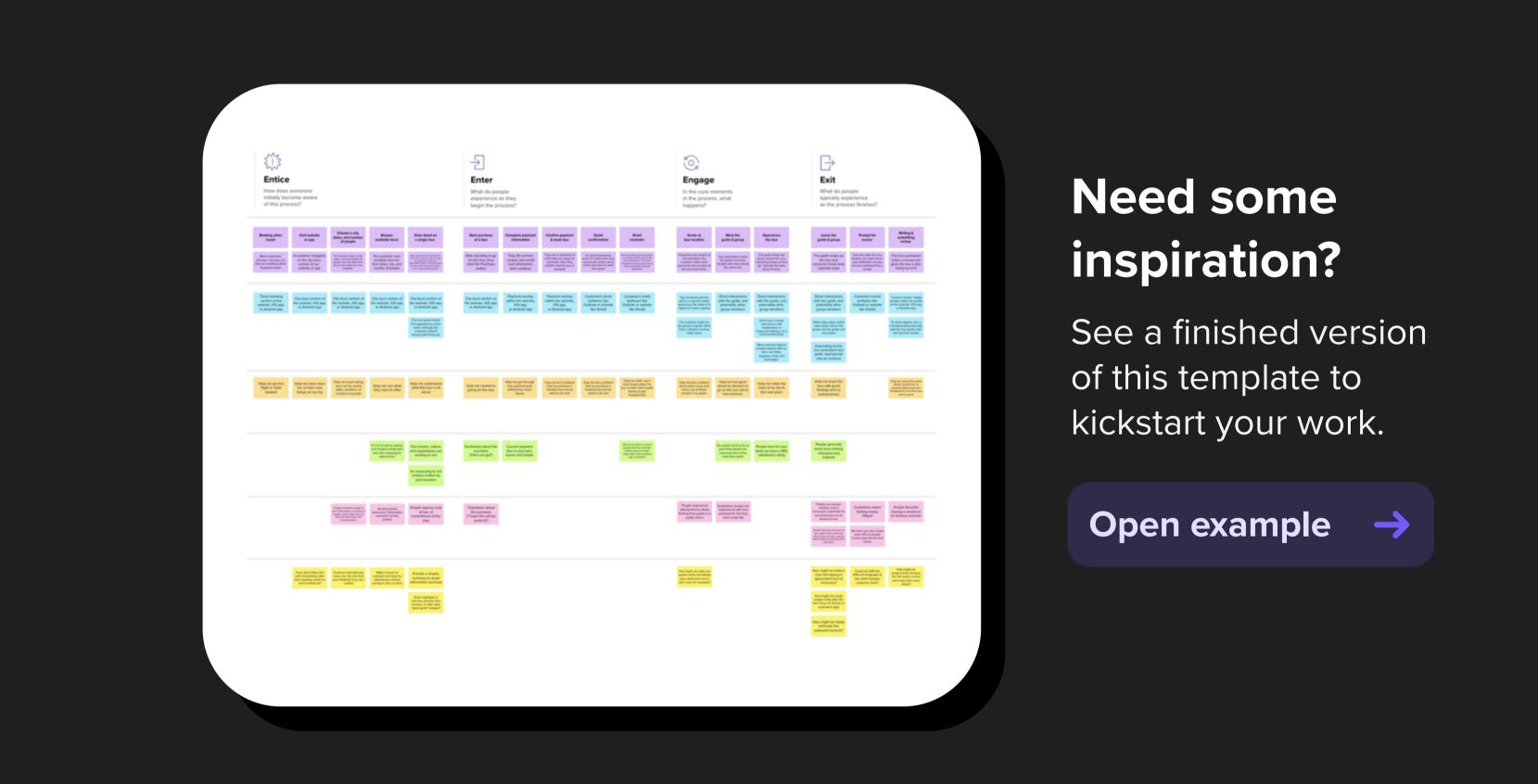
Customer experience journey map

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.

Croated in partnership with



Share template feedback



Date		22 October 2022			
Team ID		PNT2022TMID31980			
Project Name		Project – WEB PHISHING DETECTION			
Maximum Marks		4 Marks			
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?	Hearing cyber-attack crimes in news They become aware of the browser extension due to word of mouth	They try to learn about the browser extension They are informed about the dangers of webphishing and need for extension	They use their usual websites It would inform about the authenticity The extensions check on the background	The model runs on the background and checks It informs the user about the authenticity	They use their their usual websites They are informed about the authentication
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?	People share to others about the stealing of information They ask question or write reviews about phishing They ask question or write reviews about phishing	They enter google websites about phishing detection	They read reviews They enter google antiphishing websites	The enter google phishing websites	People educate others on the dangers They have conversations about webphishing
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	The main goal is to safeguard people from losing data	Give permission to all requirements about the extension Extension works only if the permission is given	Give permission to all requirements about the extension Extension works only if the permission is given	The main goal is to give permission to all requirements about the extension	Increase the accuracy and speed of the model to classify To be sure that the website is not stealing
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The users will be assured of the extension and will have no fear	The users are able to understand about the extension They are aware about the danger	The model will classify whether the website is authentic or not The users will be assured that the website is not for stealing	They are aware about the danger They use their usual webites	They use their usual webites The users will be assured that the website is not for stealing
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The users will be worried of losing their data	The users must have doubts about the extension	The users will have doubts if the website is authentic	The user might have problems with using the extension	The model may not be fast
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	We can promote the extension by google ads We can inform people about the dangers	Improve the methods to easily download the extension	We could make better algorithm to classify We could make the model more engaging	We could explain the users about the phishing Ask them to share their experiences	To improve the accuracy and the efficiency of the model