PROJECT DESIGN PHASE 2

CUSTOMER JOURNEY

DATE:	12-10-2022
TEAM ID:	PNT2022TMID21631
PROJECT NAME:	WEB PHISHING DETECTION

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTION	To become aware by watching some videos about phishing websites.	Compare secure and insecure websites.	Customer decides to avoid the scam website in order to prevent virus attack from their computer.	Customer can contact customer care service.	They can share their experience about using the website.
TOUCH POINTS	Social media, Traditional media	Website Certifications	Website, Mobile app	Web Service	Review sites
CUSTOMER EXPERIENCE	Interested to get aware of phishing websites	Awareness of phishing websites	Plan to Detect Legal and Phishing websites to prevent the attacks.	Provides trustiness of the website.	Satisfied, Excited
KPIS	They check the amount of people getting aware of the phishing attacks	They see the count of visits of the website.	They check the Conversional rate of visiting the websites.	It provides Less time in producing the result of the website visitors.	Provides Customer satisfaction score.
BUSINESS GOALS	Provides an Increase in the awareness of the phishing website attacks.	Aims on detecting phishing website with high accuracy.	It gives an Increase in the customer rate of visiting the websites.	It provides an Increase in the customer satisfaction.	It Generates some positive reviews from the customer side.