

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.

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?	Securing the data's from the phisher The user become aware of the browser and fake un-legitimate sites. The user can secure the data by anti phishing tools. The user become awarness by knowing about by affected people The user comes to know that the data's can be hacked by un-legitimate sites. When the person getting to know about the cyber frauds they take care about their security	By Entering the site and enter the URL in the site To find weather the URL is safe or not The Site process the URL with the Other Attacked URL's If it have same character it report as phishing site	Process on Front deployed on the Front End Front End	The User have the aware of web phishing links and sites Once the Phishing site accuracy was high the people give good feedback on that site. When the user get result on the site the process get complete The user have legitimate on the site	User use the site again to check for phishing site The user Recommended to other about phishing sites and the dection site The User have Confidentiality on link after it was confirmed on Phishing Dected site
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: The user get aware on by using the site's and NEWS Place: Can be used by a person for personal or Industries Things: Can be used with a Browser with internet connection	The User can access the search Engine to enter an URL The User can see the Phishing site around the world The user will provided with a report options.	This site can access from any devices It compares the input with the datasets It detects Phishing site with more accuracy	When the Comparision of URL is done it show the Result It gives trust to the user about that site legitimate The user can give sensitive datas if it Is legitimate	The user can share the experience ldentify the site using traditional and blacklist.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	The primary goal is to be sure that the website is not stealing people's data. Avoid loss of money Sensitive Data's	Can enter URL and find the phishing site to prevent the data loss Awarness Learning of phishing site and secure data	Getting clarify about doutful the website Verify Llnks Before opening	Unfamiliar greetings inconsistance on email address	It checks for therds on the phishing site The Domain name was crosscheck
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The users would just use the websites they use on a daily basis. The user would give the data further data are prevented data are prevented	The user have an idea about that it may be phishing website	The user detects the site using the links By checking for misspelling on the site	Happy to get secure or not on site	Helps to find more phishing site Make more awarness on user to check for phishing site each time
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The prediction may sometime less The system wont works without internet	May feel like time consuming sometimes When user check each site by him it impossible to check each site	Maintance problem may lead to anger	The lack of securiy knowledge the data issues on the site provide using auto filling	When new website find it still not yet updated on dataset Lack of information on data set
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	By developing algorithm in ml and Thread hunter The product scans and processed by itself	By findind Phishing site optimized The error on the data comparision are decreased	Collect wide range of samplles on high accuracy By improving on the secure architect and acqure minimum essential details	Improve using feedback By using real time proposed in order to analyze more accuracy	By frequently updating the dataset Prevent by Defenter and Next level of Intelligence



