

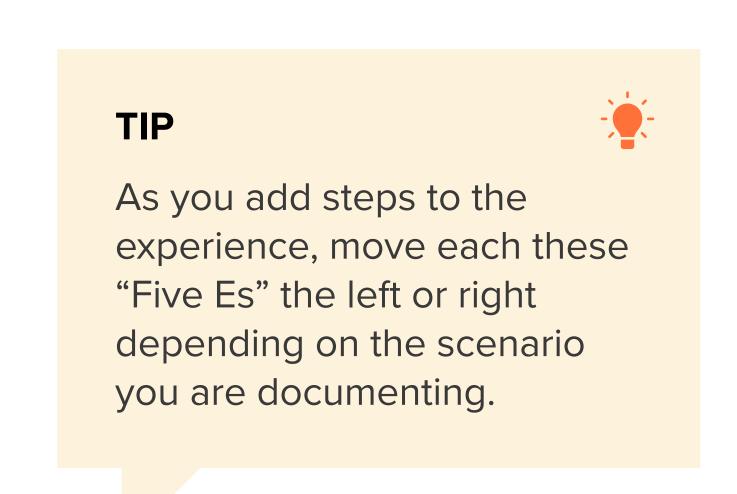
Customer journey map

Created in partnership with

Product School



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.



	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?	Cyber criminal finds information about the target. Connection to make the target perform an action. Target builds a connection	Entering the URL in the search bar Enter the website or portal.	Processing the model to check the site is legit or not the results are analysed.	The process is then finished and the result is shown.	The responses of our users through activities, contests, or events.
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 who uses the internet. They use to Access the internet and surf. Social media, Website, Mobile apps.	Used by employees, businessmen & common people Browsing and interacting with the page	Easy access and better browsing safety.	Results are displayed whether its legit or not.	Review sites,updating blacklist and whitelist.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Avoid loss & stealing of personal Information To avoid malicious activities. To help avoid Phishing and money stealing.	Data loss prevented.	Deciding and analyzing whether the site is legit or not.	More classification and easy control over deciding.	Better security and Protection.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Accurate prediction of phishing sites. The user/customer is protected and prevented from possible danger.	The reason we just entered are major plus point ,as the data is hence saved	Transaction are secure & also personal information.	Online browsing and payment can be done without much hassle.	User's being careful before assessing a site.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Internet connection is a must. Low Accuracy is a big problem.	The data provided in the website could be a hassel.	Sometimes detecting scam may fall.	Information provided already.	Constant checking is needed for every site.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Trained and tested with various data and further improvements. Model can be processed for more accuracy and better efficiency.	Better navigability.	Enhanced detection activity.	Helps in providing better analyse and end result.	Make people provide information and do online payment confidently.