

This is the journey of a  
**Game-Changer**

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

- To avoid stealing of information
- To avoid losing of money
- To reduce the loss of privacy/data

What do they struggle with most?

- If internet connection fails, this system won't work
- Searching of deleted websites
- When the detected site is phishing website but user already provided information

What tasks do they have?

- Encouraging the website
- Enter data in search engine that to be processed
- Report data website if it's detected phishing

Phases High-level steps your user needs to accomplish from start to finish	1.User Registration	2.Provide the link suspected.	3.Using the website to detect phishing sites.	4.Rate the experience.
Actions What does the customer do? What information do they look for? What is their context?	Google Play Store App store Via email	Login Choose the payment package Access daily plan	Direct app viewing Monitoring Experiencing the app	Review user activity Feedback Rate
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	New beginning Technology improvement Need internet connection	Assurity Phone storage Regular checking	Free from fraud websites Found a good machine to detect phishing It's a history website to use It slows up the device speed	Free from spams and scams It may be get affected by malware Bank promote the applications
Touchpoint What part of the service do they interact with?	User every time wants to open the app for detecting web phishing	Its not free of cost User data may be get affected by malware Info browsing by using this detection technique	Only address a link and internet facility is required Security warning employees, businesses, common people This is a website, so it can be easily accessible	When the process completes, results to display the phishing rate Business website approaches are the maximum strength to identify the phishing rate They can use a real life analysis, prevention, report system
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😬	😞	😞	😬
Backstage				
Opportunities What could we improve or introduce?	Detecting all the sites using this product	Identifying the phishing sites	Facility to report the detected malicious websites	Applying URL techniques in the proposed approach in order to analyze the real time URLs and produce effective results
Process ownership Who is in the lead on this?	Worker	Manager	Organizer	Surveyor

## Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

- Keep this software update at anytime
- Use antiphishing tools / apps
- Use strong password

What can they finally avoid doing?

- Never use logging materials for unnecessary links
- Check whether the url is malicious
- Avoid clicking unnecessary url's

What changed in my environment?

- High feasibility
- Use anti-spam filters
- Makes aware of every url which is safe or not