

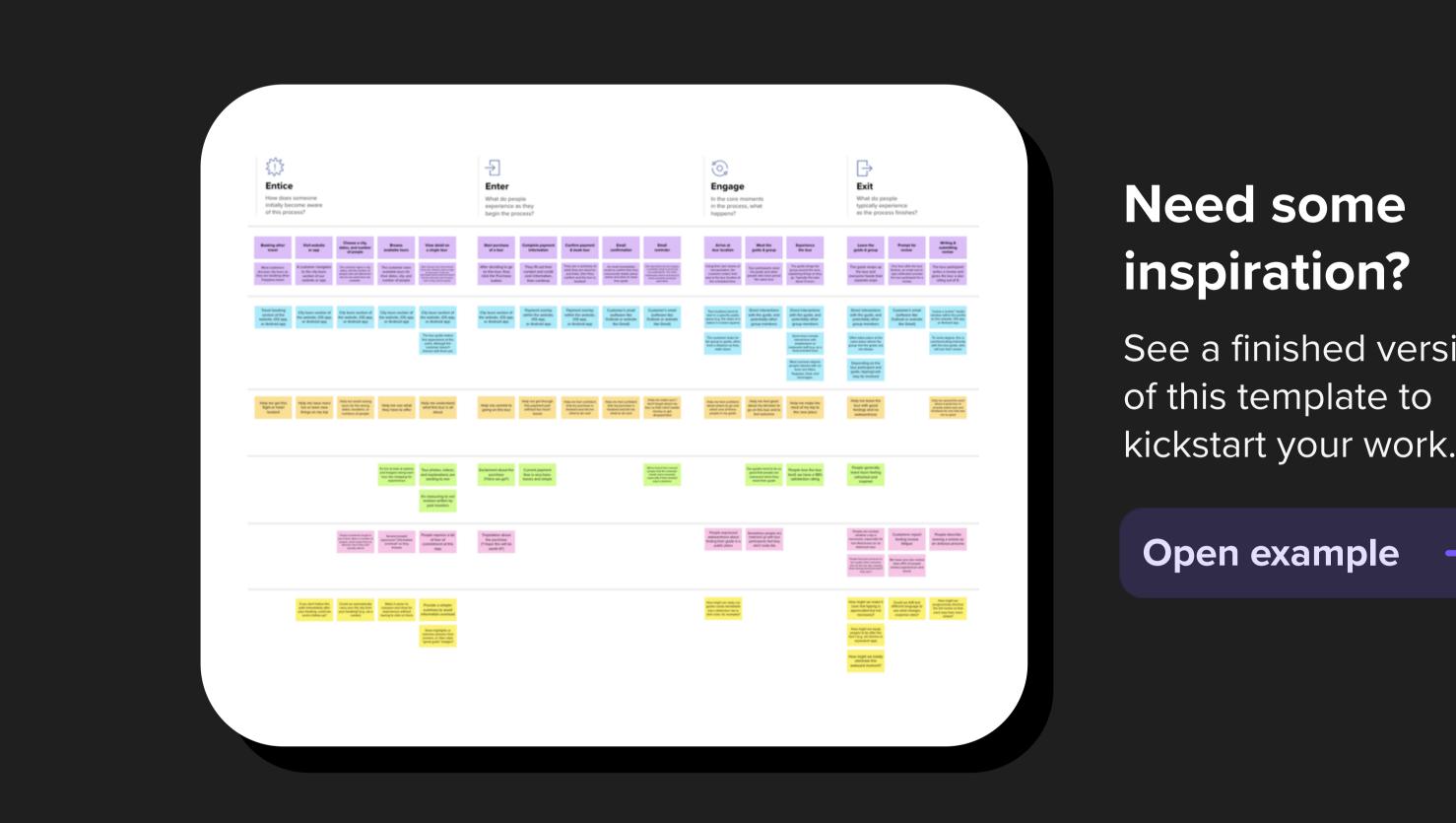
## Customer experience journey map

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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Date		22 October 2022				
Team ID		PNT2022TMID50791				
Project Name		Project – WEB PHISHING D	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 read reviews  They enter google websites about phishing detection	They read reviews  They enter google antiphishing websites	They read reviews  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	
Negative moments 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	