

Customer Journey Map

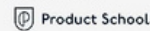
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Project Name	Web Phishing Detection



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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1

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.

TIP
As you add steps to the experience, you can think "What if?" the link range depending on the scenario you are documenting.

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? <div> <div>Step 1: Researching tours</div> <div>Step 2: Booking a tour</div> <div>Step 3: Attending the tour</div> <div>Step 4: Rating the tour</div> </div>	<div> <div>Search</div> <div>Discovery</div> <div>Researching options</div> </div> <div> <div>Read a message</div> <div>Receive an email</div> <div>See a friend's recommendation</div> </div>	<div> <div>Read about web phishing</div> <div>Book a tour</div> </div> <div> <div>Get a link to the tour</div> <div>Book a tour</div> </div>	<div> <div>Use a product</div> <div>Experience a product</div> </div> <div> <div>Take a tour</div> <div>Attend a tour</div> </div>	<div> <div>Read a message</div> <div>Receive an email</div> </div> <div> <div>Get a link to the tour</div> <div>Book a tour</div> </div>	<div> <div>See a friend's recommendation</div> <div>Read a message</div> </div> <div> <div>Get a link to the tour</div> <div>Book a tour</div> </div>
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?	<div> <div>Use the app</div> <div>Ask a support</div> <div>Get a link to the tour</div> </div>	<div> <div>Get a link to the tour</div> <div>Book a tour</div> </div>	<div> <div>Use a product</div> <div>Experience a product</div> </div>	<div> <div>Read a message</div> <div>Receive an email</div> </div>	<div> <div>See a friend's recommendation</div> <div>Read a message</div> </div>
Goals & motivations At each step, what is a person's primary goal or motivation? (Helping me... or helping me avoid...?)	<div> <div>Find a tour</div> <div>Book a tour</div> </div>	<div> <div>Find a tour</div> <div>Book a tour</div> </div>	<div> <div>Use a product</div> <div>Experience a product</div> </div>	<div> <div>Read a message</div> <div>Receive an email</div> </div>	<div> <div>See a friend's recommendation</div> <div>Read a message</div> </div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div> <div>Find a tour</div> <div>Book a tour</div> </div>	<div> <div>Find a tour</div> <div>Book a tour</div> </div>	<div> <div>Use a product</div> <div>Experience a product</div> </div>	<div> <div>Read a message</div> <div>Receive an email</div> </div>	<div> <div>See a friend's recommendation</div> <div>Read a message</div> </div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div> <div>Find a tour</div> <div>Book a tour</div> </div>	<div> <div>Find a tour</div> <div>Book a tour</div> </div>	<div> <div>Use a product</div> <div>Experience a product</div> </div>	<div> <div>Read a message</div> <div>Receive an email</div> </div>	<div> <div>See a friend's recommendation</div> <div>Read a message</div> </div>
Areas of opportunity How might we make each step better? What does it feel like? What have others suggested?	<div> <div>Find a tour</div> <div>Book a tour</div> </div>	<div> <div>Find a tour</div> <div>Book a tour</div> </div>	<div> <div>Use a product</div> <div>Experience a product</div> </div>	<div> <div>Read a message</div> <div>Receive an email</div> </div>	<div> <div>See a friend's recommendation</div> <div>Read a message</div> </div>