

User journey

by the Design Team of Accenture Interactive NL



People 2–9
Time 30 min
Difficulty Beginner

Project Title: WEB PHISHING DETECTION

Project Design Phase-II - CUSTOMER JOURNEY

TEAM ID: PNT2022TMID02155

Phases	1.User Registration			2) Provide the link suspected			3.Using the app to detect phishing websites.			4.Rate the experience		
High-level steps your user needs to accomplish from start to finish												
Steps	Google play Store App store Microsoft store			Login Choose the payment Package Access daily plan			Direct app viewing Monitoring Experiencing the app			Review User Activity Feedback Rate		
High-level steps your user needs to accomplish from start to finish												
Feelings	New Beginning Technology Improvement Assurity			Free from fraud websites found a good app to detect phishing Free from spams and scams			Banks promote this applications E shopping websites promote this application Lots of people get benefited			Users may promote this Good accuracy good rating from the customers		
	Need internet connection Phone Storage Regular Checking			Its a heavy app to use It slows up the device speed It may be get affected by malware			User every time wants to open the app for the usage Access abilities of user is identified spam messages sometimes may not be get caught			Cannot use after the subscription ends It cant be used by poor peoples It is not suitable for peoples who are illiterated		
High-level steps your user needs to accomplish from start to finish												
Pain points	1)User every time wants to open the app for detecting web phishing			web phishing every time wants to open the app for detecting			App may be affected by malware			Detect Legal and Phishing websites		
High-level steps your user needs to accomplish from start to finish												
Opportunities	1)Able to detect fraud websites			Its not free of cost			2)Targeting companies that use e- banking on daily basic			User inputs an URL in required field to check its validations		
Potential improvements or enhancements to the experience												

Share your feedback