PROJECT DESIGN PHASE 2

CUSTOMER JOURNEY

DATE:	15-10-2022
TEAM ID:	PNT2022TMID16684
TEAM MEMBERS:	4
PROJECT NAME:	WEB PHISHING DETECTION

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTION	Watching some website-related awareness videos to get some awareness of using the website.	Comparison of secure and insecure websites.	The customer decides to avoid scam websites to prevent virus attacks on our computers and systems.	customer can contact customer care service and can provide proper documentation.	they can share their experience while using the websites

TOUCHPOINTS	Social media, Traditional media	Website Certifications	Website, Mobile app	Web Service	Review sites
CUSTOMER EXPERIENCE	Interested to get aware of phishing websites	Awareness of phishing websites	They plan to Detect Legal and Phishing websites to prevent the attacks made by the attackers	Provides Efficiency and Accuracy of the websites	Satisfied, Excited
KPIS	They check the No. of people getting aware of the web phishing attacks	They see the count of how many visits the new website has.	They check the Conversion rate of visiting the websites.	It provides Less time in producing the result for the website visitors.	Provides Customer satisfaction score.

| BUSINESS GOALS | It provides an Increase in the awareness of the phishing website attacks. | It aims on detecting phishing websites with high accuracy. | It gives an Increase in the customer rate of visiting the websites. | It provides an increase in customer satisfaction. | It Generates some positive reviews from the customer side of visiting the websites |