

## **PROJECT DESIGN PHASE 2**

### **CUSTOMER JOURNEY**

DATE:	06-11-2022
PROJECT NAME:	WEB PHISHING DETECTION

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTION	To become aware by watching some videos phishing website in	Compare secure and insecure websites. to avoid the scam contact customer their experience about website.	Customer decides about using the websites. from their computer.	Customer can prevent virus attack	They can share website.
FOUCH POINTS	Social media, Traditional media	Website Certifications	Website, Mobile app	Web Service	Review sites
CUSTOMER EXPERIENCE	Interested to get aware of phishing website.	Awareness of phishing websites Legal and Phishing trustiness of the websites websites to prevent	Plan to Detect the attacks.	Provides	Satisfied, Excited
KPIS	They check the amount of people the website. Conversional rate time in producing satisfaction score. getting aware of the result of the phishing attacks websites. website visitors.	They see the count of visits of website. website visitors.	They check the	It provides Less	Provides Customer of the of visiting the
BUSINESS GOALS	Provides an Increase in the awareness of the phishing website of	Aims on detecting phishing website with high accuracy. visiting the in the customer from the	It gives an Increase in the customer rate customer attacks. websites. satisfaction. side.	It provides an Increase	It Generates some positive reviews