

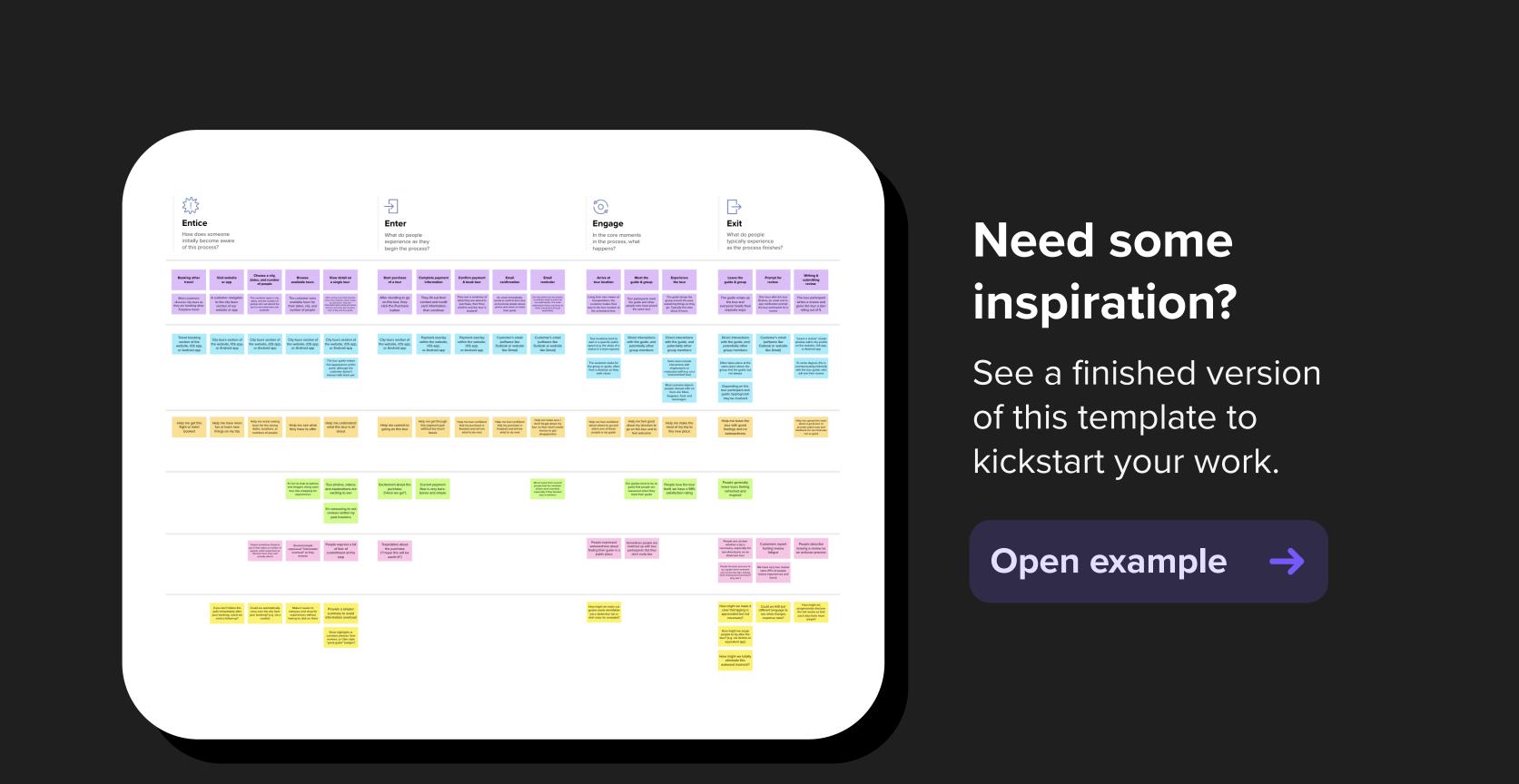
Customer experience journey map

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.

Created in partnership wit

Product School

Share template feedback





Document an existing experience

Areas of opportunity

What have others suggested?

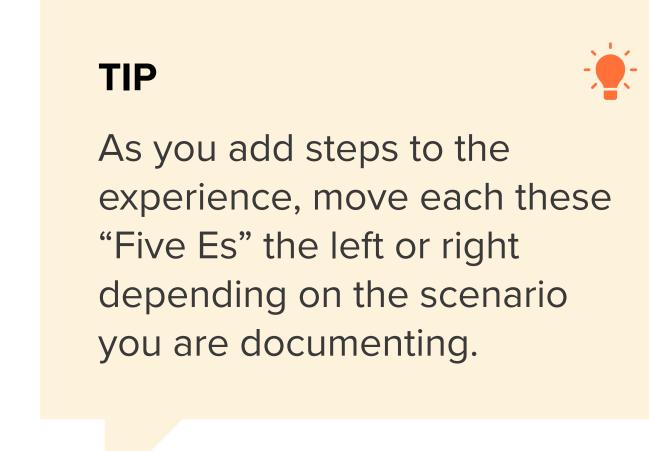
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Can be used in all

domains/sectors

the abnormal activities

website for detecting



Advanced ML and

in the proposed

approach in order to

analyze the real time
URLs and produce
effective results

				depending on the scenario you are documenting.		
Capturing web Phishing by identifying Malicious URL's using certain ML Algorithms	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?	Building Web application to avoid web phising activities User can give their data's in the online websites securely The users will be made aware of phishing and legitimate mails with the help of this system user can use online applications without any hesitations	Enter the URL in url tab that needs to detected Report the website if it detected phising	The entered URL is parsed and feeded into different models At the end the result is shown to the user.		Result is stated to the user whether it is phising website or not	Phishing detected websites are reported and blocked at the end of the process
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?	Safe and secure browsing is ensured Only browser, a URL and internet facility are required	people can see the URL tab, precausion techniques, report option. Used by working employees, Business men and all other common people	User Friendly software accessible to everyone		As the process over result is displayed	Traditional methods like Blacklist and whitelist methods are carried out
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	To avoid thefting of information To avoid losing of data or money	To reduce loss of their personal data	To know the website is legitimate or not		Getting clarified about the suspicious websites	Enhance the security of the websites.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	When the detected site is a phising website, and user doesn't give any datas	You already know it is a phishing site and you guessed it	Detects the malicious websites by simply using the URLs		Satisfied on knowing that the site is phishing website or not	Detect and prevent against unknown phishing attacks,as new patterns are created by attackers
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	If internet connection fails, this system won't work	User should verify the website via detection system before visiting them	Output is not defined for expired or deleted websites		When the phishing website is already used by the user and provided the data	A new phishing website may prove to be detrimental because it has not been added to the blacklist yet

Reporting the

phishing activity in effective way

Able to detect all the

phishing sites