Customer Journey- Web Phishing Detection

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Game-Changer

This is the journey of a

Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.
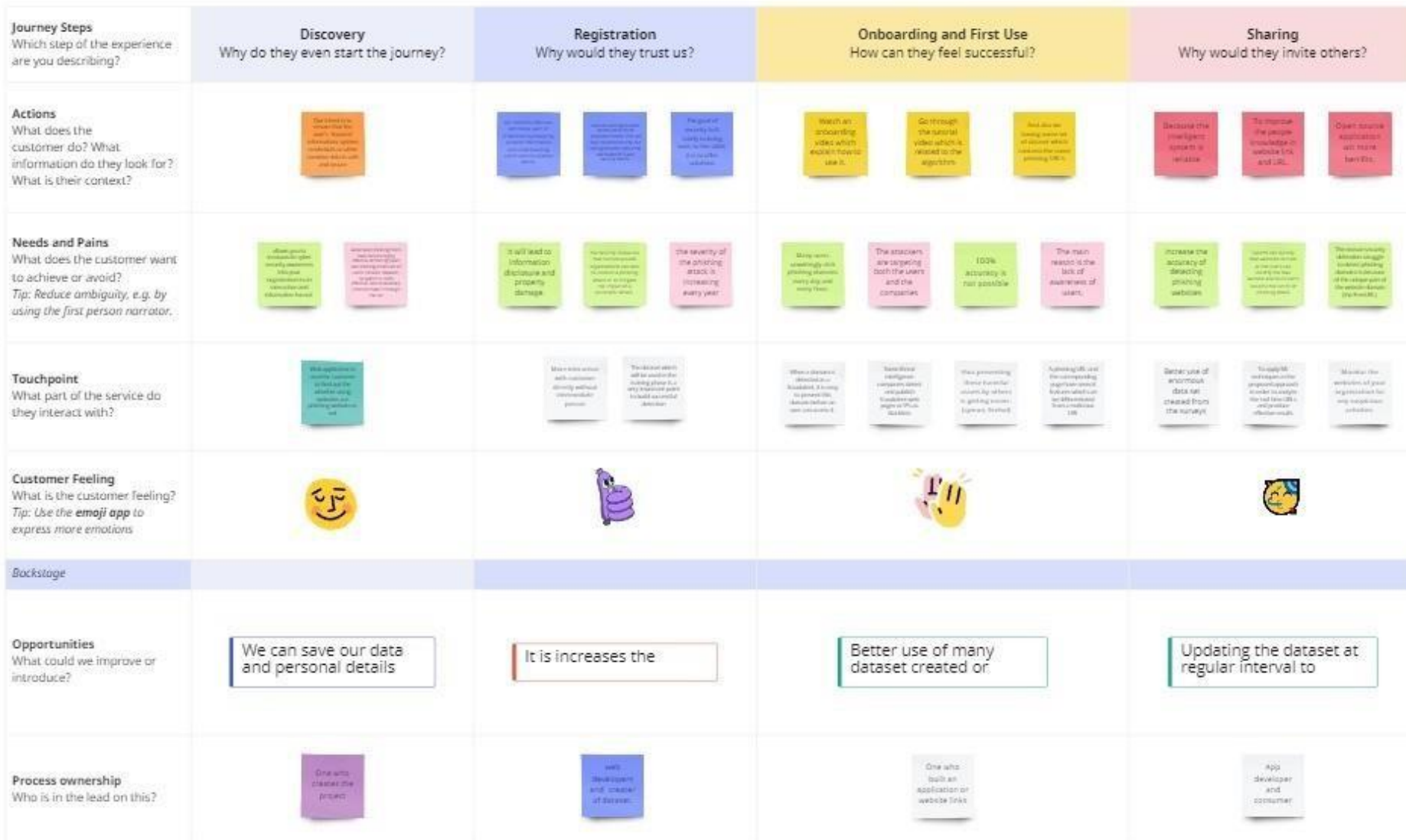
What are their key goals and needs?

What do they struggle with most?

| | |
| The severity of the phishing attack is increasing every year. | 100% effective is not possible | The main reason is the lack of awareness of users. |

What tasks do they have?

| Identification of phishing websites. | Encoding a website. | Maintaining the Dataset. |

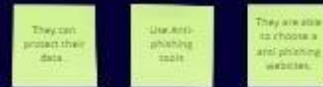| Journey Steps — Which step of the experience are you describing?	Discovery — Why do they even start the journey?	Registration — Why would they trust us?	Onboarding and First Use — How can they feel successful?	Sharing — Why would they invite others?
Actions — What does the customer do? What information do they look for? What is their context?	(sticky note)	(sticky notes)	Watch an onboarding video which explain how to use it. / Go through the tutorial video which is related to the algorithm. / And also we having some set of account which have on the users pointing URL's	(sticky notes)
Needs and Pains — What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	(sticky notes)	It will lead to information disclosure and property damage	Many users unwittingly click phishing attackers every day and every hour. / The attackers are targeting both the users and the companies. / 100% accuracy is not possible / The main reason is the lack of awareness of users.	increase the accuracy of detecting phishing websites
Touchpoint — What part of the service do they interact with?	(sticky note)	(sticky notes)	(sticky notes)	Better use of enormous data set created from the surveys
Customer Feeling — What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	😌	👍	🐝	🐱
Backstage				
Opportunities — What could we improve or introduce?	We can save our data and personal details	It is increases the	Better use of many dataset created or	Updating the dataset at regular interval to
Process ownership — Who is in the lead on this?	One who creates the project	web developers and creator of Dataset	One who built an application or website links	App developer and consumer

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Outcome

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

| They can protect their data. | Use Anti-phishing tools. | They are able to choose a Anti phishing websites. |

What can they finally avoid doing?

| Choosing a anti-phishing websites | Loss of data and some other important detail of us | Avoid Malicious websites. |

What changed in my environment?

| Safer web Surfing. | Monitoring our Device. | Reach are more Innovative. |

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