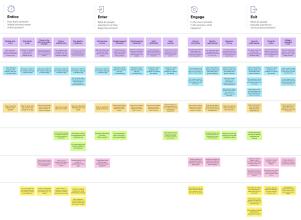
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|  | | | | | | |
|  | **SCENARIO**  **Browsing, booking, attending, and rating a local city tour** | **Entice**  How does someone initially become aware of this process? | **Enter**  What do people experience as they begin the process? | **Engage**  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? | **It is necessary to create a system that** The user will be made  **will save both the user and his data. As**  **a result, the proposed idea will** aware of phishing and  **constrain the hacker from hacking** legitimate emails,  **need to build a system that would**  **save the user and his data. As a result,** allowing him to preserve  **the proposed idea will constrain the** himself.  **hacker from hacking.**  User can make This technique  online payment also allows users  securely to purchase  things online  without reluctance. | **Entering the website**  If the website detects **Enter the URL to be**  phishing, report it. **detected into the search engine.** | **The URL that was input is split and searched for previously reported URLs.**  Certain algorithms At the end, the result  are used to detect is shown to the user.  the input URL. | When the user gets the result of the site , the process gets  completed as the site is not a phishing website. | Finally, if the site is identified as a phishing website, it is reported. |
|  | **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 Browsing by Only browser, a URL using this detection and internet facility  technique are required | They can see a search Working personnel,  engine, precausion businessmen, and  techniques, report ordinary folks use it.  option. | Because this is a website, it should be easily accessible. | When the process completes, result is displayed. | Blacklist and Whitelist approaches are the traditional methods to  identify the phishing sites |
|  | **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | To avoid thefting of To avoid losing of  information money | To reduce the loss of privacy data | To know the website is legitimate or not | Getting clarifed about the doubtful websites. | Enhance the security of the websites at the time of Developing |
|  | **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | when the detected site is a phishing website, and user doesn't give any information | You already know it is a phishing site and You guessed it | Detects the malicious websites by simply using the URLs. | Satisfed 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. | being a manual process and the users cannot verify for all the websites that he visits | Searching of deleted websites. | when the detected site is phishing website but the user already provided information | a new phishing website may prove to be detrimental because it has not been added to the blacklist yet |
|  | **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | detecting all the sites Identifying the using this produc phishing sites | Identifying the phishing sites | facility to report the detected malicious website | Applying ML techniques in the proposed approach in order to analyze the real time URLs and produce effective results | Next level of intelligence on top of signaturebased prevention  techniques and blacklists |
|  |  | | | | | |
|  | | | | | | |



**Customer experience journey map**

REAL TIME RIVER WATER QUALITY MONITORING AND CONTROL SYSTEM

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