

## 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 with



Product School



## Document an existing experience

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.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO					
Browsing, booking, attending, and rating a local city tour	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	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?	User get knowledge about web phishing by watching related videos  when the person getting to know about phishing website then became more aware about phishing websites.  By watching videos about web phishing the user get more knowledge about phishing website	User gives the input as URL of website  To find whether the URL is legitimate or not	Entered URL is splited and its features are extracted  The features of the input URL is compared with the dataset with the ML algorithm	When the user gets the result of the site , the process gets completed.	if the site is detected as the phishing website, the site 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?	facility are required	User are provided with a search engine to enter the URL and a report option  They can customize the settings for reports, encryption techniques	Input URL is compared with the dataset	When the comparison of the URL is done result is displayed to the user	After seeing the result if it is a phishing website user reports the URL
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	To get knowledge about phishing attacks  To avoid the loss of money,information and data	To enter the URL in the search engine  To minimize the loss of privacy data	To know whether the URL is phishing website or not.  To compare the input URL and dataset		Report the URL if it is a phishing website
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Loss of data and money can be prevented	The user is already knows the phishing website and they guessed it.	User can easily identify the phishing website by giving the URL	Satisfed on knowing that the site is phishing website or not	User is motivated to keep his details more secure than eve
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 using this product	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 signature based prevention techniques and blacklists

