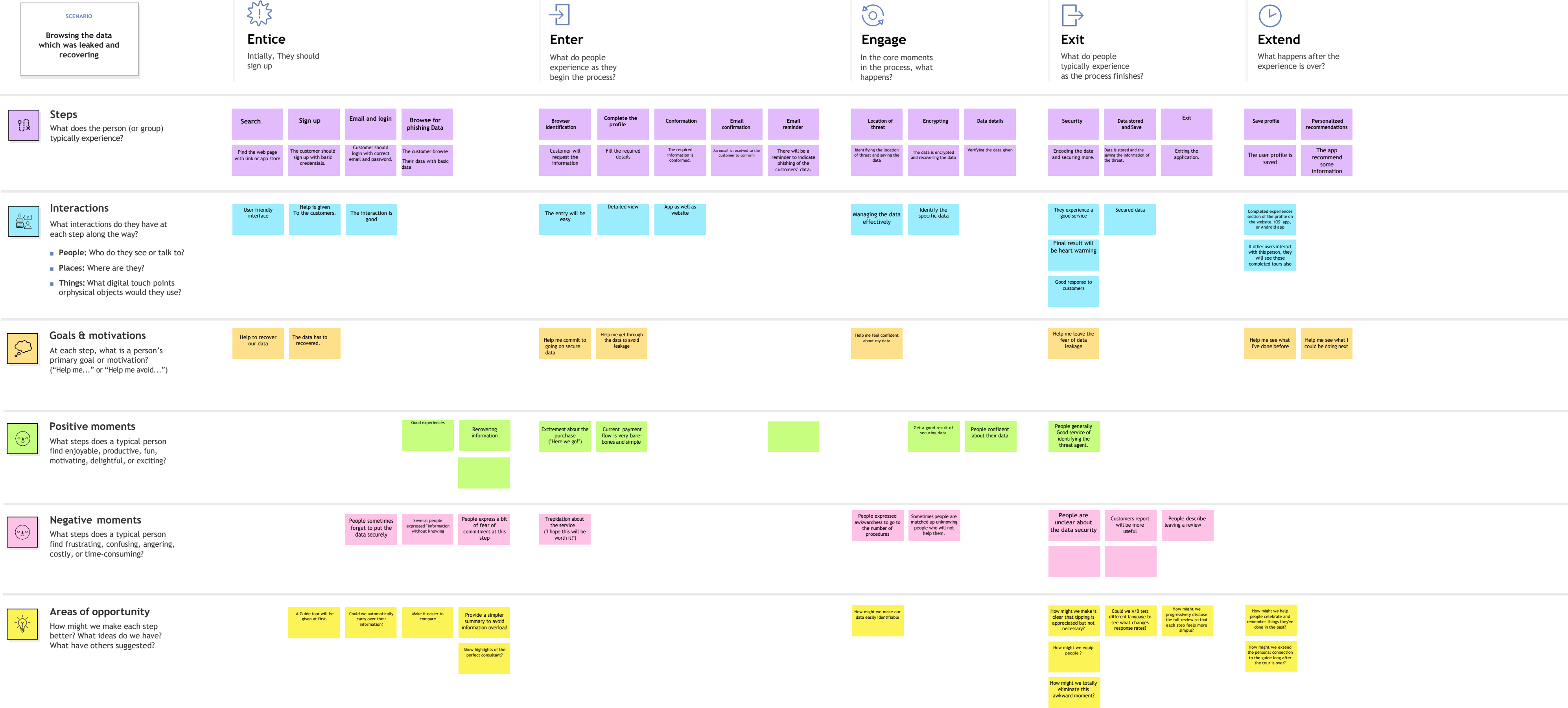
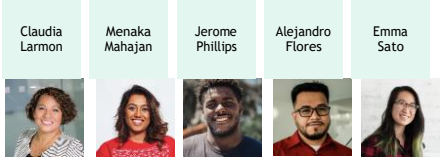


PHISHING➤

Web Phishing

Based on ten customer interviews and observations from the Fairplane Guided City Tours team



🔍

Steps

What does the person (or group) typically experience?

Search

Find the web page with link or app store

Sign up

The customer should sign up with basic credentials.

Email and login

Customer should login with correct email and password.

Browse for phishing Data

The customer browse Their data with basic data

Brower Identification

Customer will request the information

Complete the profile

Fill the required details

Conformation

The required Information is conformed.

Email confirmation

An email is received to the customer to conform

Email reminder

There will be a reminder to indicate phishing of the customers' data.

Location of threat

Identifying the location of threat and saving the data

Encrypting

The data is encrypted and recovering the data

Data details

Verifying the data given

Security

Encoding the data and securing more.

Data stored and Save

Data is stored and the saving the information of the threat.

Exit

Exiting the application.

Save profile

The user profile is saved

Personalized recommendations

The app recommend some information

👤

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 touch points orphysical objects would they use?

User friendly interface

Help is given To the customers.

The interaction is good

The entry will be easy

Detailed view

App as well as website

Managing the data effectively

Identify the specific data

They experience a good service

Secured data

Completed experiences section of the profile on the website, iOS app, or Android app

Final result will be heart warming

Good response to customers

If other users interact with this person, they will see these completed tours also

💡

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help to recover our data

The data has to recovered.

Help me commit to going on secure data

Help me get through the data to avoid leakage

Help me feel confident about my data

Help me leave the fear of data leakage

Help me see what I've done before

Help me see what I could be doing next

😊

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Good experiences

Recovering information

Excitement about the purchase ("Here we go!")

Current payment flow is very bare-bones and simple

Get a good result of securing data

People confident about their data

People generally Good service of identifying the threat agent.

😞

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

People sometimes forget to put the data securely

Several people expressed "information without knowing"

People express a bit of fear of commitment at this step

Trepidation about the service ("I hope this will be worth it!")

People expressed awkwardness to go to the number of procedures

Sometimes people are matched up unknowing people who will not help them.

People are unclear about the data security

Customers report will be more useful

People describe leaving a review

💡

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

A Guide tour will be given at first.

Could we automatically carry over their information?

Make it easier to compare

Provide a simpler summary to avoid information overload

Show highlights of the perfect consultant?

How might we make our data easily identifiable

How might we make it clear that tipping is appreciated but not necessary?

Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

How might we help people celebrate and remember things they've done in the past?

How might we equip people ?

How might we extend the personal connection to the guide long after the tour is over?

How might we totally eliminate this awkward moment?