

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?

to avoid stealing information  
avoid to loss of information

What do they struggle with most?

can't able to protect their data  
loss of personal data

What tasks do they have?

Fake URLs  
masquerade as a trusted entity

Journey Steps Which step of the experience are you describing?	Registration	Collect Malicious Link	service to Detect Phishing Website	Rates
Actions What does the customer do? What information do they look for? What is their context?	Web Application API Apps	LOGIN select the link to scan choose the payment Package	moniternig survey reports experiment the service	Community feedback by user experience
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Make use of Safe and secure link and transication Need internet Connection	Regular cross Validation Site Validation	provide safe search slow down other services free from malicious	reduce scarred risk bank need to protect their sites might be tampered
Touchpoint What part of the service do they interact with?	payment portals and links	Data can be affected by malwares Safe browsing detection techniques	easy to first time users app extension is used to scan sites access service as app/web app	
Customer Feeling What is the customer feeling? <i>Tip: Use the <b>emoji app</b> to express more emotions</i>	🦉	😬	😬	🥳
Backstage				
Opportunities What could we improve or introduce?	Detect all the links	Identifying	Facility to report	Use ML Algorithm
Process ownership Who is in the lead on this?	workers and internet users	Manager	Organizers	

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?

use anti phishing software  
up-to-data

What can they finally avoid doing?

avoid vulnerabilite s  
stealing of credentials  
loss of finance

What changed in my environment?

safer web surfing  
monitoring  
avoid malicious