


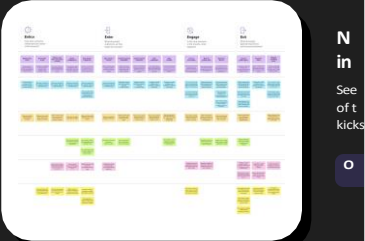


Customer experience journey map

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 document and summarize interviews and observations with real people rather than relying on your hunches or assumption.

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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.

TIP

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

SCENARIO Detecting phishing websites and legitimate sites.	 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?	<div>Trackers</div> <div>Two-step verification</div> <div>Notifications</div> <div>Anti-virus</div> <div>Suspicious email or URL trackers</div> <div>Double-checking the links and URLs</div> <div>It will notify whenever there is phishing attack.</div> <div>Faking anti-virus, automatically whenever there is an attack</div>	<div>Unsecure</div> <div>Benefit</div> <div>A feeling that whether the website is right or wrong</div> <div>What benefits will be get from this website?</div>	<div>Deep learning</div> <div>Machine learning</div> <div>Anti-spamware</div> <div>Deep learning makes use of the understanding and can detect and remove malicious content from the website.</div> <div>Uses some algorithms to detect the website.</div> <div>Anti-spamware are used to get protected from viruses</div>	<div>Comfort</div> <div>Trust worthy</div> <div>A comfort feeling that our data will be safe</div> <div>A feeling that it is a safe website.</div>	<div>Safety</div> <div>Secure</div> <div>Confidential</div> <div>There data or device becomes safe without any attacks</div> <div>Our data becomes secured</div> <div>All are confidential data will be safe</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	<div>They use websites or URLs.</div> <div>They are in the name of fake URLs or websites.</div> <div>They uses iOS or android devices.</div>	<div>They feel that they are using fake websites.</div> <div>By the name of fake ID.</div> <div>They uses iOS or android devices.</div>	<div>By learning algorithms</div> <div>By using correct and proper algorithms.</div> <div>They uses iOS or android devices.</div>	<div>Secure feelings</div> <div>By giving them a trust.</div> <div>They uses iOS or android devices.</div>	<div>Safety and secure feelings.</div> <div>Trust</div> <div>They uses iOS or android devices.</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Social security</div> <div>Unsuspecting victims</div>	<div>Earning signs of phishing scam</div> <div>Awareness</div>	<div>Verify links before opening</div> <div>Misspelled words</div> <div>Unusual act</div>	<div>Unfamiliar greetings</div> <div>Inconsistencies in email address</div>	<div>Threads</div> <div>Domain name</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Awareness</div> <div>comfortable</div>	<div>peaceful</div> <div>relief</div>	<div>user friendly</div> <div>analyzing</div>	<div>accuracy</div> <div>secure</div>	<div>portable</div> <div>trustable</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>data theft</div>	<div>network issues</div>	<div>maintenance problems</div>	<div>poor detection</div>	<div>security issues</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>threat hunter</div>	<div>malware analyst</div>	<div>security architect</div>	<div>cloud security analyst</div>	<div>defender</div>

