Project Design Phase-II
Customer/User Journey Map

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PROJECT TITLE	Web Phishing Detection

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

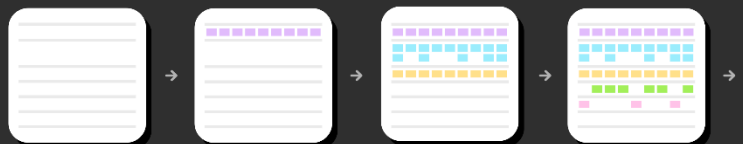Created in partnership with

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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.

SCENARIO

Trying to access a webpage to E-banking and other online transactions and trying to find whether it is original site or web phishing site

Entice

How does someone initially become aware of this process?

Steps
What does the person (or group) typically experience?

SOCAL MARKITING	FREE TRAILS
Through social marketing the users get to know about the existence of this application	Users get a firsthand experience of the application

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?

Websites and social platform advertisements

Service centers and banks promote the application

Users recommend to others

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

Help me find a better solution for detecting web phishing

Help me to avoid getting scammed

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

Found a good application to detect web phishing sites

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

Spams and fake ADDs makes it hard to find

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

By streaming ADDs through more main stream media

By using banks helps to promote the application in their branches

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example

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?

Enter	Engage	Exit	Extend
Either install a standalone package or web extension	Using the application for E-banking	Close the application or browser	Feedback, Bug report and detection record transfer
User installs the application on there system or device	User uses the application to do E-banking and payments	User simply needs to close the application or web browser to exit from the software	Users feedback, Bug report and detection record is sent to the server for improving the application
Open the application and start browsing	Browse using standalone application	Quit the standalone application	After the user closes the application the data and record are sent to the developers
Enter the URL directly if using a web extension	The extension auto detect the URL entered and scans it	Close the web browser	
Guide me through the application	Help me by providing a transparent process	Provide a simplified common exit method to shut the program	Help me by improving the experience using the feedback
Help me use it more appropriately			
Good and Accurate application	Transparent and fast	Simple and esay exit method	Privacy protection
Detailed and simplified UI is required	Size and Speed are important	Complete shutdown conformation is required	No personal data should be taken
By providing a Documentation for installation	Guiding through process for first time users	Providing a feedback form at the end or while closing	