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 of information | To avoid loss of important credentials |

What do they struggle with most?

| Differentiating between official and phishing website | Searching of deleted websites |

What tasks do they have?

| Identification of phishing websites | encoding a website |

Journey Steps Which step of the experience are you describing?	User Registration		Collect the suspected link		Using the service to detect phishing websites				Rate the experience		
Actions What does the customer do? What information do they look for? What is their context?	Web Application / API	App store	Login	Choose the payment package	Summary reports	Monitoring	Experimenting the service		Community Feedback	Insights on user activity	
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Make safe and secure online transactions	Need internet connection	Site validation	Regular cross verification	Free from malicious sites	Slows up other services	Provides a safe space for transactions	Reliant on the internet to work	Bank can promote the service	Reduced risk of getting scammed	Might be tampered with
Touchpoint What part of the service do they interact with?		The payment portal	Data might be affected by malware	Safe browsing using the detection technique	Easy to access service as API/website/app	If browser extension is used, real time scanning of urls can be done	Easy for first time users		Provide assurance that the website is safe to use	Provide a score based on the health of a website	
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🤯		🤔		🙁				🥳		
Backstage											
Opportunities What could we improve or introduce?	Detect all the sites		Identifying		Facility to report				Use ML algorithms		
Process ownership Who is in the lead on this?	Worker		Manager		Organizer				Surveyor		

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?

| Keep the software updated | Use Anti phishing tools |

What can they finally avoid doing?

| Stealing of credentials | Loss of money | Avoid malicious websites |

What changed in my environment?

| Safer web surfing | Auto-filtering out the malicious websites | Monitoring |