

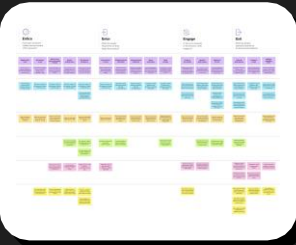
Customer experience journey map

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  Product School

Team ID: PNT2022TMID30885
Title: Web Phishing Detection

 Share template feedback














Need some inspiration?
See a finished version of this template to kickstart your work.
[Open example](#) →



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.

| | | | | | |
|---|--|--|---|--|--|
| <div>SCENARIO</div> <div>Checking, Reporting and Verifying a suspicious URL's</div> | <div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div> | <div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div> | <div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div> | <div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div> | <div></div> <div>Extend</div> <div>What happens after the experience is over?</div> |
| <div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div> | <div>Received a phishing link</div> <div>Visit website</div> <div>Word of mouth</div> <div>The user when trying to figure out the suspicious link</div> <div>The user navigates to the website to check link</div> <div>The victim or the user who have experienced will begin to provide further attack</div> | <div>Email confirmation</div> <div>Start to check the URL</div> <div>An email is verified for genuine user</div> <div>The suspicious URL is inputted to check its scan results</div> | <div>Understand the scan result</div> <div>The user go-throung the details reduct of the link</div> | <div>Leave the scan</div> <div>Once the user received the URL result, scan for other URL or exit it</div> | <div>Prompt for review</div> <div>Once the user received the URL result, feedback is requested on the result</div> |
| <div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div> | <div>Web Phishing section of the website</div> <div>Web Phishing section of the website</div> <div>Web Phishing section of the website</div> | <div>Web Phishing login section of the website</div> <div>Web Phishing home section of the website</div> | <div>Web Phishing result section of the website</div> | <div>Web Phishing result section of the website</div> | <div>Web Phishing result section of the website</div> |
| <div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div> | <div>Help me to figure out between fake and original URL</div> <div>Help me understand the phishing link</div> <div>Help me to have some awareness of phishing</div> | <div>Help me to become member of the website</div> <div>Help me to figure out between fake and original URL</div> | <div>Help me understand about the URL</div> | | <div>Help me leave the site with good understanding of the link</div> |
| <div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div> | <div>Excited to figure out the fake URL's</div> <div>Interesting to look the safe URL's</div> | <div>Interesting to look the scan results</div> | | | <div>Gained required knowledge of the link</div> |
| <div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div> | | <div>When the URL inputted is not found</div> | | | <div>User report feeling review fatigue</div> |
| <div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div> | <div>Provide a simpler summary to navigate to the website</div> <div>Make it easier to check without having to click</div> | | <div>Provide a simpler summary to avoid information overload</div> | | |

