

PROJECT DESIGN PHASE 2

CUSTOMER JOURNEY

DATE:	05-10-2022
TEAM ID:	PNT2022TMID36177
TEAM MEMBERS:	4
PROJECT NAME:	WEB PHISHING DETECTION

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTION	Watching some website related awareness video to get some aware of using website.	Comparison of secure and insecure websites.	Customer decides to avoid the scam website in order to prevent virus attack from our computer and systems.	customer can contact customer care service and can provide proper documentation.	they can share their experience while using the websites

TOUCH POINTS	Social media, Traditional media	Website Certifications	Website, Mobile app	Web Service	Review sites
CUSTOMER EXPERIENCE	Interested to get aware of phishing websites	Awareness of phishing websites	They plan to Detect Legal and Phishing websites to prevent the attacks made by the attackers	Provides Efficiency and Accuracy of the websites	Satisfied, Excited
KPIS	They check the No. of people getting aware of the web phishing attacks	They see the count of how many visits the new website.	They check the Conversional rate of visiting the websites.	It provides Less time in producing the result of the website visitors.	Provides Customer satisfaction score.
BUSINESS GOALS	It provides an Increase in the awareness	It aims on detecting phishing website with high accuracy.	It gives an Increase in the customer rate of visiting the websites.	It provides an Increase in the customer satisfaction.	It Generates some positive reviews from the customer

	of the phishing website attacks.				side of visiting the websites
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