Web Phishing Detection

SCENARIO

Browsing, booking, attending, and rating a local city tour

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?

Entice				Enter				Engage			Exit	Extend
User Registration	**Registering website or app**	**Signup the application using registered account details**	**Rate their experience**	**Login at the website**	**Enter the URL they want to check**	**Click the CHECK button**	**Website Accuracy**	**Choose whether to procced to the website**	**Summary Reports**	**Compare the secure and insecure websites**	**Logout of the Webpage**	**User can share their Feedback**
The user should register their account in the website	Registering there information with the gmail	Should sign in with their registered credentials	Customers can rate their user experience in the feedback section	Login the Website using the registered credentials	They can enter the URL they want to check.	They the check the credibility of the URL after	The algorithms give result of the accuracy percentage of the websites	The user can choose whether to procced to their website or not	Reports of the websites securness are displayed by the websites	User can compare statistics on secure and insecure websites	The user can logout of the website and save the credentials.	The users can share their feedback using the link

Interactions
What interactions do they have at each step along the way?

- **People:** Who do they see or talk to?
- **Places:** Where are they?
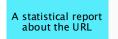- **Things:** What digital touchpoints or physical objects would they use?

Make safe and secure online transactions	Need internet connection		Site Validation using the Website	Link Gmail or any account		Link Gmail or any account	Prevents user from getting into the malicious websites	A statistical report about the URL		Loss of credentials	Loss of Money

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

The register portal		The URL portal	Help me make sure I	The proceed button	me spread the word	The exit button	The feedback option

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