

PROJECT DESIGN PHASE 2

CUSTOMER JOURNEY

DATE	05/10/2022
TEAM ID:	PNT2022TMID47326
TEAM MEMBERS:	5
PROJECT NAME:	WEB PHISHING DETECTION

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTION	View online ad, see Social media campaign	Compare HTTP, HTTPS and other web certifications	Avoid the scam website	Contact customer service, Documentation	Share experience
TOUCHPOINTS	Social media, Traditional media	Website Certications	Website, Mobile app	Web Service	Review sites

CUSTOMER EXPERIENCE	Interested, Hesitant.	Awareness	Detect Legal and Phishing websites	Efficiency Accuracy and	Satisfied, Excited
KPIS	No. of people reached.	New website visitors.	Conversional rate.	Less time to produce result.	Customer satisfaction score.
BUSINESS GOALS	Increase awareness.	Detect phshing website with high accuracy.	Increase customer rate.	Increase customer satisfaction.	Generate positive reviews