PROJECT DESIGN PHASE II

CUSTOMERJOURNEY

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| Date | 09 November 2022 |
| Team ID | PNT2022TMID48697 |
| ProjectName | Project-Web Phishing Detection |
| MaximumMarks | 4 Marks |

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| **STAGE** | **AWARENESS** | **CONSIDERATION** | **DECISION** | **SERVICE** | **LOYALTY** |
| **CUSTOMERACTION** | To become aware bywatchingsomevideosabout phishingwebsites read some pages and websites about phishing. | Comparesecureandinsecurewebsites and imitation websites. | Customer decidesto avoid the scamwebsite in order topreventvirusattackfrom theircomputer and avoid loss their data to into the imitation websites. | Customer cancontact customercare service and refer some websites and blogs. | They can sharetheir experienceabout using thewebsite and make other trust about the detection legitimate websites. |
| **TOUCHPOINTS** | Socialmedia,Traditionalmedia, Cyber media. | WebsiteCertifications, Detection. | Website,Mobileapp | WebService | Reviewsites, Make trust. |
| **CUSTOMEREXPERIENCE** | Interestedtogetaware of phishingwebsites, avoiding losses | Awarenessofphishing websites | Plan to DetectLegalandPhishingwebsitestopreventtheattacks. | Providestrustinessofthewebsite. | Satisfied,Excited |
| **KPIS** | They check theamount of peoplegettingawareofthephishingattacks | Theyseethecountof visitsofthewebsite. | They check theConversional rateof visiting thewebsites. | It provides Lesstime in producingthe result of thewebsitevisitors. | Provides Customersatisfactionscore. |
| **BUSINESSGOALS** | ProvidesanIncreasein the awareness ofthe phishing websiteattacks. | Aims on detecting phishingwebsitewithhighaccuracy. | It gives an Increaseinthecustomerrateof visiting thewebsites. | It provides anIncrease  inthecustomersatisfaction. | It Generates somepositive reviewsfrom the customerside. |