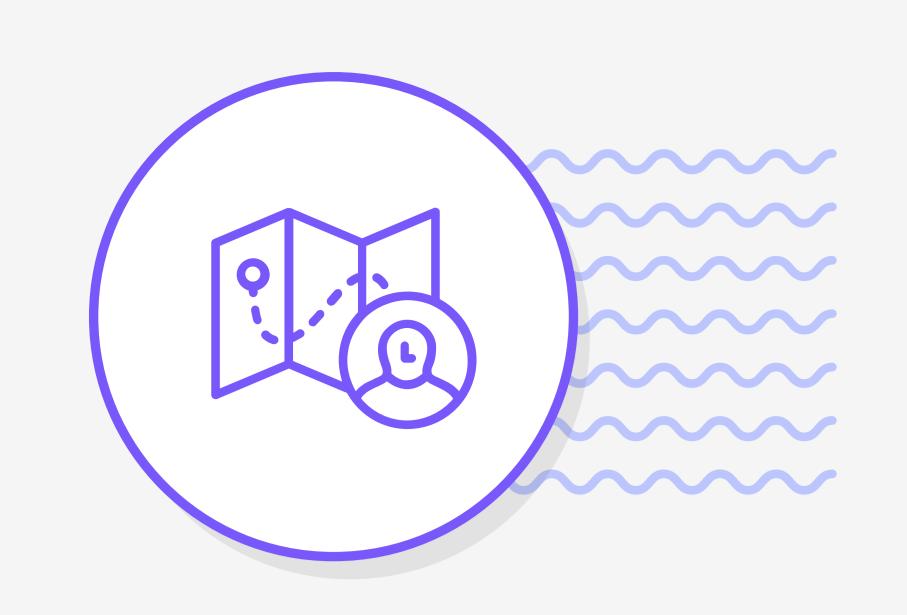
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Customer experience journey map

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 wit

Product School





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.

TITLE: WEB PHISHING DETECTION TEAM ID: PNT2022TMID41234

Applying machine learning algorithm to detect phishing sites	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?	Visit website or app Choose the product The customer choose the product choose the product that he wants to purchase	Phyment section Phishing link exists Now a webpage opens to do the product, so payment page link opens. Phishing link exists	URL detection Web phishing detecction Using ML algorithms the process of detecting fake page occurs	Web phishing detection complted Now the phishing tool will tell whether the page is malicious or not Web phishing detection complted Based on the result the user decides whether to fill the payment details or not in that page	Getting awareness Writing & submitting review The tour participant writes a review and gives the tour a starrating out of 5
 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? 	person:People who uses web phishing detection tool Things:Personal computers,mobiles or laptops.	Payment overlay within the website, iOS app, or Android app Payment overlay within the website, iOS app, or Android app or Android app	Tool is easy to use It detects web phishing sites.	The detection result will be published. Now the user will know about the reality of the webpage.	User will gain more knowledge about the web phishing "Leave a review" modal window within the profle on the website, iOS app, or Android app
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help user to detect the web phishing page Help user to experience secure transaction Help user to keep their payment details confidential	Help user commit to use this phishing tool. Help user get through this payment part without too much hassle	Help user to feel confident in making online payments.	Help user to explore many sites without being phished	Help user to spread the word about web phishing among public.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	By reading positive about the web phishing tool we feel reassured.	Excitement about the purchase ("Here we go!") Current payment fow is very safe and secure	Customers get confident while recognozing there are using web phishing tool	Customer tend to do more transactions online without any hassie	People love the e-shopping payment while seeing high satisfaction rating
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	While seeing accuracy of our model is low	Trepidation about the online transaction.	Users feel awkward in giving credit card or debit card details	User is unclear whether this detection tool works or not.	Customers report feeling review fatigue People describe leaving a review as an arduous process
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Upgrade the web phishing tool with more accuracy	b Web phishing tool interface should be easy to use.	How to construct the phishing tool with very low time complexity	How to make the web phishing detection tool with 100% accuracy	How to make people to do e-shopping payments with full of confidence.