

PROJECT DESIGN PHASE 2

CUSTOMER JOURNEY MAP

Team ID	PNT2022TMID49605
Project title	Web Phishing Detection

STAGE	Awareness	Consideration	Decision	Service
Customer Action (Entry)	The customer gets aware by conducting campaigns, training and public events.	Consider the ways of attacking and how it can be prevented from attackers.	They decide to avoid the loss of data or money and prevent from attackers.	They can contact through chat box to solve any queries.
Touch points	Media and awareness training campaign.	Training camps to prevent the phishing attack.	Detect the phishing websites using ML algorithm	Web Service providers
Customer Experience	Some effective ways to communicate with the customers about the phishing attacks and the losses.	Awareness of phishing websites and how to prevent the people from attack.	It increases the customer rate of visiting the websites.	The customer can satisfy the model.
Key Performance	They will monitor how the awareness program is reaching to the customer.	All the public should know about the phishing ways.	By limit the harmful websites and to prevent the user.	By providing high accuracy to detection and well user interface.
Business Goals (Exit)	It provides an increase in the awareness of the phishing websites.	It aims on detecting phishing website with high accuracy.	It gives a high accuracy and detection.	They provide an increase in the customer satisfaction.