**PROJECT DESIGN PHASE 2**

**CUSTOMER JOURNEY**

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| DATE: | 16-10-2022 |
| PROJECT NAME: | WEB PHISHING DETECTION |

# STAGE AWARENESS CONSIDERATION DECISION SERVICE LOYALTY

**CUSTOMER** To become aware by Compare secure and insecure Customer decides Customer can They can share

**ACTION** watching some videos websites. to avoid the scam contact customer their experience about phishing website in order to care service. about using the websites. prevent virus attack website.

from their computer.

**TOUCH** Social media, Website Certifications Website, Web Service Review sites

**POINTS** Traditional media Mobile app

**CUSTOMER** Interested to get Awareness of phishing websites Plan to Detect Provides Satisfied, Excited

**EXPERIENCE** aware of phishing Legal and Phishing trustiness of the websites websites to prevent website.

the attacks.

**KPIS** They check the They see the count of visits of They check the It provides Less Provides Customer

amount of people the website. Conversional rate time in producing satisfaction score. getting aware of the of visiting the the result of the phishing attacks websites. website visitors.

**BUSINESS** Provides an Increase Aims on detecting phishing It gives an Increase It provides an It Generates some

**GOALS** in the awareness of website with high accuracy. in the customer rate Increase positive reviews

the phishing website of visiting the in the customer from the customer attacks. websites. satisfaction. side.