Project design phase-II

CUSTOMER JOURNEY

Date	13/10/2022
Team ID	PNT2022TMID49921
Project name	Web Phishing Detection

Customer journey:

This is the journey of a

🦄 Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

Safeguards all types of data against theft and loss	Sensitive data, protected health information (PHI)	Personally identifiable information (PII)

What do they struggle with most?

System Interference	Illegal Interception	Data Interference

What tasks do they have?

Perform a complete scan of your system using your anti-virus software.Perform a complete scan of your system using your anti-virus software.	**Contact your IT department and let them know**.	Protect your computer by using security software.

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	For the security purpose	We are ready to sell the product to reduces the all kind of phishing attacks / Datas are secure and confidential here. / Quality of service is high.	By the product will reduces the all kind of phishing. / By secure transaction and transmission. / By obtain high quality of service	Our Product will give the great Outcome of Analysis of a website. / Our product may cause to create phishing less Environment. / Our product is less cost compare between others
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	To secure their data from the phishing attacks / To avoid the unwanted links.	By using our product they can avoid the unwanted links. / By using our product they achieve the secure data transmission. / Financial loss will be reduces.	By achieving the secure data transaction / By avoid the unwanted links. / By reduces of financial losses.	Financial loss for victims are reduces. / Malicious links and datas are avoided. / User can achieve fearless transaction and conversation.
Touchpoint What part of the service do they interact with?	They can interact with us(service) through website, personal contact and etc.,	They can easily connect with us (service) / Connection between us and them is confidential and secure. / Our website is user friendly.	By feel the connection between us is confidential. / By using the website as friendly / By connect with the service easily.	User friendly services are provided by us. / User can easily connected with service. / Service maintains the confidential stuffs between user and service providers.
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🤯	🤔	😟	🥳
Backstage				
Opportunities What could we improve or introduce?	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by
Process ownership Who is in the lead on this?	Mohamed Ameer Kahn	Joseph Solvin	Praveen Kumar	Kaleeswar @ Pravin

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

Open their antivirus (AV) software if they have it, and run a full scan.

Rotate passwords regularly.

By using our product they can able to check whether the link is malicious or not.

What can they finally avoid doing?

Never provide your personal information in response to an unsolicited request.

Never click any links or attachments in suspicious emails.

Don't give your information to an unsecured site.

What changed in my environment?

Number of phishing attacks will be reduce

Data breaches will be reduced

Privacy will be increased.

miro

References:

https://miro.com/app/board/uXjVPOZDLcY=/