

## Project Design Phase-II

### Customer Journey Map

Date	09 October 2022
Team ID	PNT2022TMID42499
Project Name	Project – Web Phishing Detection
Maximum Marks	4 Marks

## 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.

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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.

**TIP** As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.

SCENARIO	Entice	Enter	Engage	Exit	Extend
<b>Browsing, booking, attending, and rating a local city tour</b>	<p>How does someone initially become aware of this process?</p>	<p>What do people experience as they begin the process?</p>	<p>In the core moments in the process, what happens?</p>	<p>What do people typically experience as the process finishes?</p>	<p>What happens after the experience is over?</p>
<b>Steps</b> What does the person (or group) typically experience?	<p>People hear from others</p> <p>By browsing through the marketing website</p> <p>Someone they know shows them how to use the website and the features for booking and rating</p> <p>Someone they know shows them how to use the website and the features for booking and rating</p>	<p>As soon as they visit the website they will have the goal of car rental</p> <p>When a user enters the website they will have the goal of car rental</p>	<p>People who find the website will have the goal of car rental</p> <p>People who find the website will have the goal of car rental</p>	<p>They find more about the rental</p> <p>They find more about the rental</p>	<p>They find more about the rental</p> <p>They find more about the rental</p>
<b>Interactions</b> What interactions do they have at each step along the way?	<p>People interact with the website and the features for booking and rating</p> <p>The interaction can be through the website, the app, or the website</p>	<p>People can find the website through the website, the app, or the website</p> <p>People can find the website through the website, the app, or the website</p>	<p>People can find the website through the website, the app, or the website</p> <p>People can find the website through the website, the app, or the website</p>	<p>People can find the website through the website, the app, or the website</p> <p>People can find the website through the website, the app, or the website</p>	<p>People can find the website through the website, the app, or the website</p> <p>People can find the website through the website, the app, or the website</p>
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<p>Help me avoid getting lost in the city</p> <p>Help me avoid getting lost in the city</p>	<p>Help me avoid getting lost in the city</p> <p>Help me avoid getting lost in the city</p>	<p>Help me avoid getting lost in the city</p> <p>Help me avoid getting lost in the city</p>	<p>Help me avoid getting lost in the city</p> <p>Help me avoid getting lost in the city</p>	<p>Help me avoid getting lost in the city</p> <p>Help me avoid getting lost in the city</p>
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<p>People get a good deal on the rental car</p> <p>People get a good deal on the rental car</p>	<p>People get a good deal on the rental car</p> <p>People get a good deal on the rental car</p>	<p>People get a good deal on the rental car</p> <p>People get a good deal on the rental car</p>	<p>People get a good deal on the rental car</p> <p>People get a good deal on the rental car</p>	<p>People get a good deal on the rental car</p> <p>People get a good deal on the rental car</p>
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<p>People find the rental car too expensive</p> <p>People find the rental car too expensive</p>	<p>People find the rental car too expensive</p> <p>People find the rental car too expensive</p>	<p>People find the rental car too expensive</p> <p>People find the rental car too expensive</p>	<p>People find the rental car too expensive</p> <p>People find the rental car too expensive</p>	<p>People find the rental car too expensive</p> <p>People find the rental car too expensive</p>
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<p>People find the rental car too expensive</p> <p>People find the rental car too expensive</p>	<p>People find the rental car too expensive</p> <p>People find the rental car too expensive</p>	<p>People find the rental car too expensive</p> <p>People find the rental car too expensive</p>	<p>People find the rental car too expensive</p> <p>People find the rental car too expensive</p>	<p>People find the rental car too expensive</p> <p>People find the rental car too expensive</p>