Template

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.

SCENARIO

Encountering web phishing and and identifying malicious URL's using ML Algorithms.

	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?	Building a software to avoid web phishing activities Enabling the software ,firewalls and all the safety measuring tools. So that the user makes payment or surf internet safely The user is safe and has much privacy to their data.	Entering into the website Type the url in the search engine that is need to be checked. report if phishing is detected.	The entered URL is checked with the previously reported URLs. the result is shown to the user. Whether the site is safe or not.	Result is stated to the user ... it is phishing page or not.	the detected is reported and blocked at the end of the process.
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?	Safe and secure browsing is ensured. Properly installed anti-web phishing software with firewalls enabled and proper internet connection.	search engine, options for searching a particular activity. User's interface where employees will be working on,user manual.	it is a user friendly software. accessible to all the employees	as the process is over, result is displayed.	using traditional method to distinguish websites.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Ultimate goal is to avoid data threat, data leakage and also malicious activities. Is to achieve 100% data privacy for the user's data.	data privacy should be achieved.	Goal is to find whether the website is safe or not.	Getting clarified about the doubtful websites.	Has better security and privacy than before.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	When they are protected from any . information are safe.	Detected a phishing activity during the process.	Detects the abnormal activity in one step.	Found the state of the website.	should be aware all different, new or changed attacking patterns.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Since this software depend on internet connection, if internet connection closed or provided else the system fails to detect the phishing activities.	Since it is a manual process, the user should the website via the system before visiting them.	Output is not defined for expired or deleted websites.	When the phishing website is already used by the user and provided the data.	a new phishing website may prove to be detrimental because it has not been added to the blacklist yet
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	can be used in all domains/sectors website for detecting the abnormal activities.	Able to detect all the phishing sites.	Reporting the phishing activity in effective way .	Proposing a solution with ML algorithms for effective output.	Advanced ML and futuristic techniques are employed.

Need some inspiration?

See a finished version of this template to kickstart your work.

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