# **Web Detection**















Detecting if a website is legal or phishing website



#### **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?











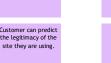








Check if the website is safe













#### 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 touch points or physical objects would they use?

























#### Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



Website down









which is safe

Developing the applications by updating.

satisfaction

Customer Feedback



#### Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Multiple checking of the same site is available.

People generally feeling safe after using the site

To find good airlines

To be Planned in alternate mode of transport



#### **Negative moments**

find frustrating, confusing, angering, costly, or time-consuming?



What steps does a typical person



fatigue



## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?



Recommending the offers