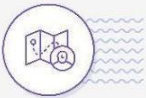


# Customer Journey Map

Date	7 october 2022
Team ID	PNT2022TMID24996
Project Name	Web Phishing Detection

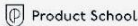
Template



## 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.

**TIP**  
As you plot steps to the experience, think about those "What-ifs" that are right depending on the scenario you are documenting.

SCENARIO Browsing, booking, attending, and rating a local city tour	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?
<b>Steps</b> What does the person (or group) typically experience?	Search Browse for planning info Book a tour Get confirmation email	Book tour with planning Book tour Get confirmation email	UI/UX position Customer journey Travel agent Customer journey Travel agent	Book tour with planning Book tour Get confirmation email	Search profile Book tour Get confirmation email
<b>Interactions</b> What interactions do they have at each step along the way? » <b>People:</b> Who do they see or talk to? » <b>Places:</b> Where are they? » <b>Things:</b> What digital touchpoints or physical objects would they use?	Online tour Add to cart Get confirmation email	Travel agent Online tour Get confirmation email	Travel agent Online tour Get confirmation email	Travel agent Online tour Get confirmation email	Travel agent Online tour Get confirmation email
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? (Help me... or Help me avoid...)	Find a tour Book a tour Get confirmation email	Find a tour Book a tour Get confirmation email	Find a tour Book a tour Get confirmation email	Find a tour Book a tour Get confirmation email	Find a tour Book a tour Get confirmation email
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Easy to use Clear instructions Fast response	Easy to use Clear instructions Fast response	Easy to use Clear instructions Fast response	Easy to use Clear instructions Fast response	Easy to use Clear instructions Fast response
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Hard to find Confusing instructions Slow response	Hard to find Confusing instructions Slow response	Hard to find Confusing instructions Slow response	Hard to find Confusing instructions Slow response	Hard to find Confusing instructions Slow response
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Easy to use Clear instructions Fast response	Easy to use Clear instructions Fast response	Easy to use Clear instructions Fast response	Easy to use Clear instructions Fast response	Easy to use Clear instructions Fast response