

PROJECT DESIGN PHASE - II

CUSTOMER JOURNEY

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| Team ID | PNT2022TMID52463 |
| PROJECT NAME: | WEB PHISHING DETECTION |

| STAGE | AWARENESS | CONSIDERATION | DECISION | SERVICE | LOYALTY |
|---------------------|--|--|--|--|--|
| CUSTOMER ACTION | To become aware by watching some videos about phishing websites. | Compare secure and insecure websites. | Customer decides to avoid the scam website in order to prevent virus attack from their computer. | Customer can contact customer care service. | They can share their experience about using the website. |
| TOUCH POINTS | Social media, Traditional media | Website Certifications | Website, Mobile app | Web Service | Review sites |
| CUSTOMER EXPERIENCE | Interested to get aware of phishing websites | Awareness of phishing websites | Plan to Detect Legal and Phishing websites to prevent the attacks. | Provides trustiness of the website. | Satisfied, Excited |
| KPIS | They check the amount of people getting aware of the phishing attacks | They see the count of visits of the website. | They check the Conversional rate of visiting the websites. | It provides Less time in producing the result of the website visitors. | Provides Customer satisfaction score. |
| BUSINESS GOALS | Provides an Increase in the awareness of the phishing website attacks. | Aims on detecting phishing website with high accuracy. | It gives an Increase in the customer rate of visiting the websites. | It provides an Increase in the customer satisfaction. | It Generates some positive reviews from the customer side. |