

Project Design Phase - II

Customer Journey Map

Team ID	PNT2022TMID50410
Project Name	Web Phishing Detection

<div><div>Icon</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div><div>Icon</div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div>Icon</div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div>Icon</div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div>Icon</div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div>Icon</div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div>Icon</div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Home Page</div><div>The user can see the search bar on the top right of the page.</div><div>Login Page</div><div>The user can login to the system using their email and password.</div><div>Registration Page</div><div>The user can register for the system using their email and password.</div></div>	<div><div>Search about the application</div><div>The user can search for the application using the search bar.</div><div>Login Process</div><div>The user can login to the system using their email and password.</div><div>Forgot Password</div><div>The user can reset their password using the forgot password link.</div><div>Sign Up Page</div><div>The user can register for the system using their email and password.</div></div>	<div><div>Web Tracking</div><div>The user can track the application using the tracking bar.</div><div>Using the application</div><div>The user can use the application to track the application.</div><div>Logout the app</div><div>The user can logout from the application using the logout button.</div></div>	<div><div>Report</div><div>The user can report the application using the report button.</div></div>	<div><div>Using the app</div><div>The user can use the application to track the application.</div></div>
<div><div>Icon</div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div>• People: Who do they see or talk to?</div><div>• Places: Where are they?</div><div>• Things: What digital touchpoints or physical objects would they use?</div></div>	<div><div>This website is the first time the user has seen the application.</div><div>The user can see the search bar on the top right of the page.</div><div>The user can login to the system using their email and password.</div><div>The user can register for the system using their email and password.</div></div>	<div><div>The user can search for the application using the search bar.</div><div>The user can login to the system using their email and password.</div><div>The user can reset their password using the forgot password link.</div><div>The user can register for the system using their email and password.</div></div>	<div><div>This website is the first time the user has seen the application.</div><div>The user can use the application to track the application.</div><div>The user can report the application using the report button.</div><div>The user can logout from the application using the logout button.</div></div>	<div><div>The user can use the application to track the application.</div><div>The user can report the application using the report button.</div></div>	
<div><div>Icon</div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>To search for the application</div><div>The user can search for the application using the search bar.</div><div>To login to the system</div><div>The user can login to the system using their email and password.</div></div>	<div><div>To search for the application</div><div>The user can search for the application using the search bar.</div><div>To login to the system</div><div>The user can login to the system using their email and password.</div></div>	<div><div>To search for the application</div><div>The user can search for the application using the search bar.</div><div>To login to the system</div><div>The user can login to the system using their email and password.</div></div>	<div><div>To search for the application</div><div>The user can search for the application using the search bar.</div><div>To login to the system</div><div>The user can login to the system using their email and password.</div></div>	
<div><div>Icon</div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>The user can search for the application</div><div>The user can login to the system using their email and password.</div><div>The user can register for the system using their email and password.</div><div>The user can reset their password using the forgot password link.</div></div>	<div><div>The user can search for the application</div><div>The user can login to the system using their email and password.</div><div>The user can reset their password using the forgot password link.</div><div>The user can register for the system using their email and password.</div></div>	<div><div>The user can use the application to track the application.</div><div>The user can report the application using the report button.</div><div>The user can logout from the application using the logout button.</div><div>The user can register for the system using their email and password.</div></div>	<div><div>The user can use the application to track the application.</div><div>The user can report the application using the report button.</div></div>	
<div><div>Icon</div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>The user can search for the application</div><div>The user can login to the system using their email and password.</div><div>The user can register for the system using their email and password.</div><div>The user can reset their password using the forgot password link.</div></div>	<div><div>The user can search for the application</div><div>The user can login to the system using their email and password.</div><div>The user can reset their password using the forgot password link.</div><div>The user can register for the system using their email and password.</div></div>	<div><div>The user can use the application to track the application.</div><div>The user can report the application using the report button.</div><div>The user can logout from the application using the logout button.</div><div>The user can register for the system using their email and password.</div></div>	<div><div>The user can use the application to track the application.</div><div>The user can report the application using the report button.</div></div>	
<div>Areas of opportunity</div>	<div><div>Improving the search bar</div><div>The user can search for the application using the search bar.</div><div>Improving the login process</div><div>The user can login to the system using their email and password.</div></div>	<div><div>Improving the search bar</div><div>The user can search for the application using the search bar.</div><div>Improving the login process</div><div>The user can login to the system using their email and password.</div></div>	<div><div>Improving the search bar</div><div>The user can search for the application using the search bar.</div><div>Improving the login process</div><div>The user can login to the system using their email and password.</div></div>	<div><div>Improving the search bar</div><div>The user can search for the application using the search bar.</div><div>Improving the login process</div><div>The user can login to the system using their email and password.</div></div>	