

## 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.

Created in partnership with





## Web Phishing Detection

Use the Web Phishing Detection algorithm to detect such websites and attempts on security breach. This can be used along with anti virus softwares.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

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?
Steps What does the person (or group) typically experience?	See Suspicious websites Many pop up advertisements E-mails from unknown contacts  There are lots of suspicious websites. Fake mail pop-ups	Lose important and confidential Virus attack money and data.  Glitches and loss of money and data.		Money maybe lost in any form.  The lose critical information	No need to worry.  Happy Web
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?	Many pop up advertisements  There are lots of suspicious websites.  Contact from unknown person  Mostly from online sites.  Fake mail pop-ups	Check the email about the bank offer  Enter crucial personal details in unknown websites	Glitches and loss of money and data.  Lose important and confidential information.	Less click baits  Reduce the victims	No more ads.  All fake webs banned  No more pop ups occur.
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	To stop any such attacks.  To avoid becoming victim to such attacks.	Use the Web Phishing Detection algorithm to detect such websites and attempts on security breach. This can be used along with anti virus softwares.			
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	More secure websites  Less click baits  Block phishing attempts  Reduce the victims	A sense of wellbeing.	They feel no need to keep a lookout for attacks.  Uninstall anti-virus that take system resources.	Feel more safe.	Happy Web Browsing.  No need to
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	fear of losing bank details  Privacy breach Important data lost Virus corruption	Feel attacked  Vulnerable to future attacks.		The lose critical information Money maybe lost in any form.	