Project design Phase 2

User Journey Map

Team ID	PNT2022TMID24896
Project name	Web phishing detection
Maximum marks	4 marks

User Journey Map:

    A user journey map is a visual representation of the customer experience. The process of mapping their journey encourages and reminds to consider the entire customer experience: their feelings, questions and needs while they interact with the site. It's used for understanding and addressing customer needs and pain points.

    The customer journey is the process by which a customer interacts with a company in order to achieve a goal. From gaining awareness of a brand via social media to receiving an email after a successful transaction, there are usually many and varied steps in between. It is not something to assume or predict based on your internal perspective. A customer journey is very specific to the physical experiences customers have. On this journey, customers might see ads, speak to a customer service representative, or attempt to check out. These are stops along the journey that affect their actions.

    This contextual information about the user allows to view the entire customer experience as a path or journey that begins with having a need and ends with having that need met. It allows everyone to gain empathy for customer beyond the specific tasks they confront.

User journey

by the Design Team of Accenture Interactive NL

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, aka the stakeholder in your project. The information you add here should be representative of the observations and research you've done about your users. 🔎

1 Phases
High-level steps your user needs to accomplish from start to finish

Registration module	User module	Explore module	Feedback module

2 Steps
Detailed actions your user has to perform

Registration module		User module			Explore module				Feedback module	
Registration through Gmail,iCloud or facebook	Account Verification	Login	Visit the Homepage	View Pricing and other options	Enter the URL	Verify the captcha	Working of AI and ML model	View Result : Legit or not	Ratings	Suggestions

3 Feelings
What your user might be thinking and feeling at the moment

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simple and clean UI	simple registration process	Prompt UI/UX	Reasonable pricing	Precise options	Quick Response	Best Performance	Best Results		

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Registration not successful	Gives Error prompt	Tedious Registration process	Too many unwanted options	Poor password management	Frequent Reloads	Unsaved results	Distruption due to poor internet		

4 Pain points
Problems your user runs into

delay in OTP	Captcha problem	Timeout Error	Poor session management	Poor password management	Wrong Results	Takes long response time

5 Opportunities
Potential improvements or enhancements to the experience

Improvement of Registration	Improved Verification	Improvement in authentication	Advanced password management	Better classification	Faster performance

Share your feedback

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