PROJECT DESIGN PHASE 2

CUSTOMER JOURNEY

DATE	15/10/2022
PROJECT NAME	WEB PHISHING DETECTION
TEAM ID	PNT2022TMID28852
TEAM MEMBERS	1. SWARNA RAJINI 2. ANANTHA KUMAR 3. GIREESH BABU 4. SANTHOSH
MARKS	4 MARKS

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTION a w	To become aware by watching some videos bout 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 t	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 website visitors	Provides Customer satisfaction score. the result of the
BUSINESS GOALS t	Provides an Increase in the awareness of the phishing website of	Aims on detecting phishing website with high accuracy. visiting the in the customer	It gives an Increase in the customer rate from the customer attacks.	It provides an Increase websites.	It Generates some positive reviews satisfaction. side.