

## PROJECT DESIGN PHASE 2

### CUSTOMER JOURNEY MAP

Date	13 October 2022
Team ID	PNT2022TMID16807
Project Title	WEB PHISHING DETECTION

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
<b>CUSTOMER ACTION</b>	View unwanted websites, cookies, see app campaign	Compare HTTP, URL link and other web certifications.	Avoid scam website	Contact cyber crime	Share our real time experience
<b>USAGE OF WEBSITE</b>	Social media, website awareness.	Certifications of the website	Website, mobile app	Web service	Review about the website
<b>CUSTOMER EXPERIENCE</b>	Interested to visit the website	Awareness about the website	Client can detect authorized & unauthorized websites.	Efficiency & Truth worthy.	Fulfill the client needs.
<b>KEY PERFORMANCE INDICATOR</b>	No.of people visited the website	New user	Conventional rate	Less time to predict the result	Customer satisfaction survey.
<b>BUSINESS GOALS</b>	To know about phishing websites	Identify phishing website with high quality	Increase customer rate	Fulfill the customer satisfaction survey	Receive positive feedback from the clients