

Customer experience journey map

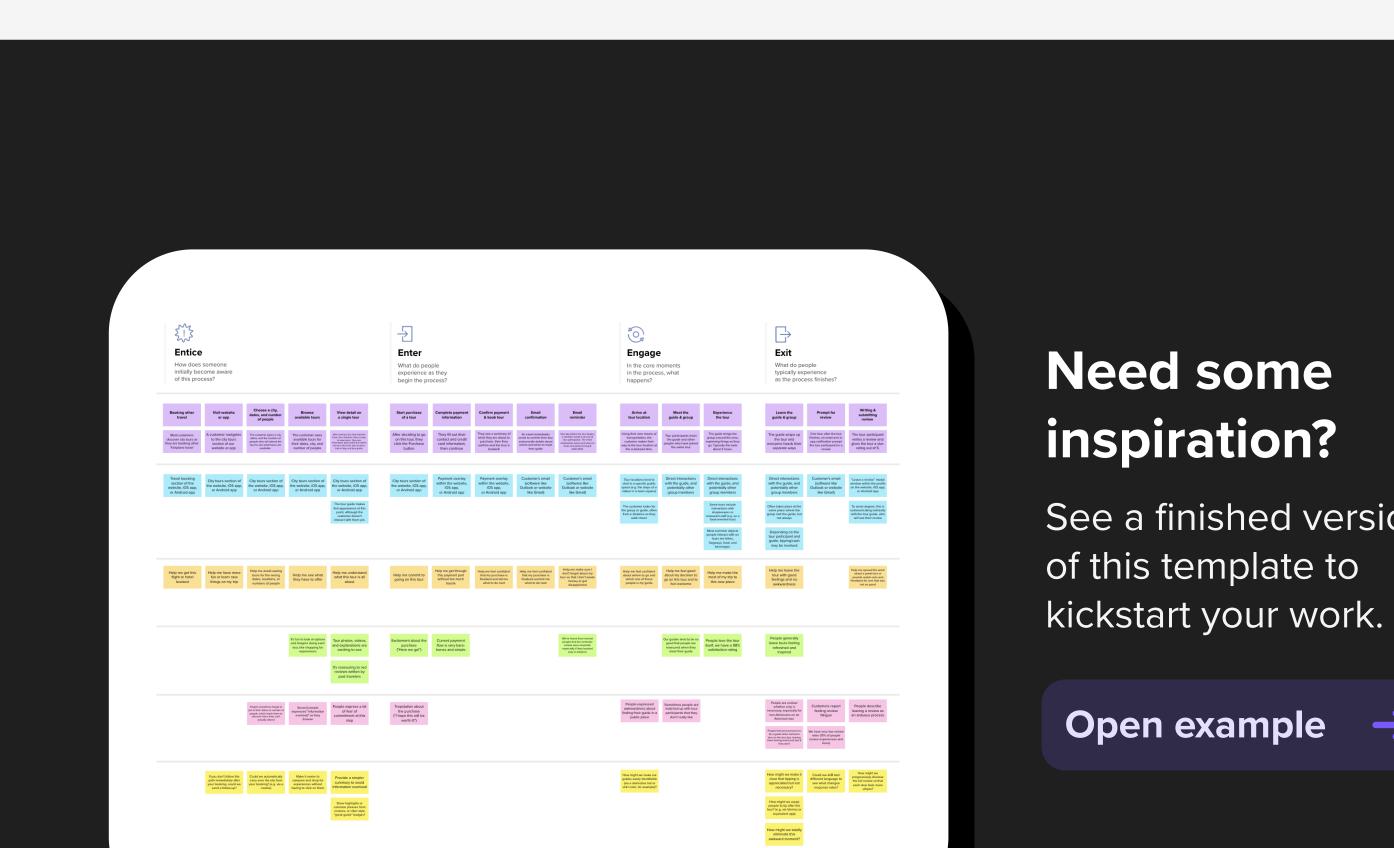
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

Product School

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

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

Checking, Reporting and Verifying a suspicious URL's	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?	Received a phishing link Visit website Word of mouth The user when trying to figure out the suspicious link The user navigates to the website to check the phishing link The victim or the user who have experienced will share to prevent further attack	Email confirmation Start to check the URL The suspicious URL is inputted to check its scan results	Understand the scan result The user go-throung the details redult of the link	Once the user received the URL result, scan for other URL or exit it	Once the user received the URL result, feedback is requested on the result
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?	Web Phishing section of the website Website Website Website Website Website Website	Web Phishing login section of the website Web Phishing home section of the website	Web Phishing result section of the website	Web Phishing result section of the website	Web Phishing result section of the website
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me to figure out between fake and original URL Help me understand the phishing link Help me to have some awareness of phishing	Help me to become member of the website Help me to figure out between fake and original URL	Help me understand about the URL		Help me leave the site with good understanding of the link
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Excited to figure out the fake URL's Interesting to look the safe URL's	Interesting to look the scan results			Gained required knowledge of the link
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		When the URL inputted is not found			User report feeling review fatigue
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Provide a simpler summary to navigate to the website Make it easier to check without having to click		Provide a simpler summary to avoid information overload		

