

## 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

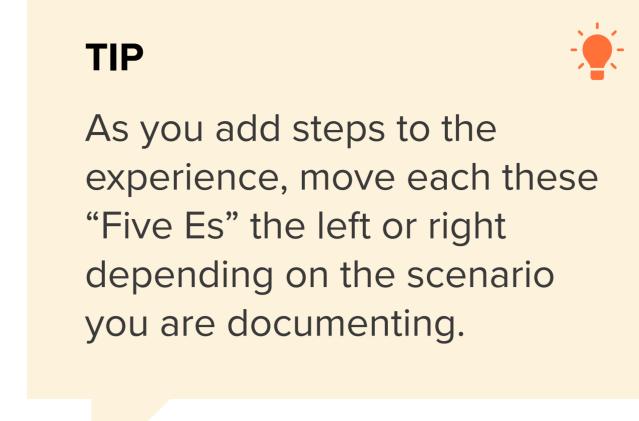






## Document an existing experience

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.



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?	Shield oneself from malicious attacks  The user can make secured transactions  Protect the confidential data of user's from hackers	Launch the application  Enter the URL to be detected  If phishing website report it	The URL entered is evaluated using algorithms  The outcome is displayed to the users  The outcome is displayed to the users	A safe and secured browsing can be done by the user.	The examined site will be reported if it is a phishing site
<ul> <li>Interactions</li> <li>What interactions do they have at each step along the way?</li> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	Secured browsing  Internet access and the URL to be assessed is required.	A search bar, submit button, and report option along with precaution measures are displayed  It is accessible and available to all	Directing to pages via link	If the site is safe and secured the user can interact with it	Without agitation the user continues to interact with the legitimate sites
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Denying the access of information if unauthorized  Bankruptcy and data breach can be avoided	To diminish thieving of information	To know whether a website is legitimate or phished	User can enter the confidential data without any agitation	Prevent exploitation of user's information
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Protecting oneself by detecting a phishing website	Oblivious access of phishing websites can be avoided	User-friendly	Feeling safe and protected	The user is motivated to make secured transactions, etc
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Failed network connectivity Invalid URL	It's tiring to test all the websites the user visits	Obliviously giving the confidential information	If the data of the user is priorly given in the website .	Attackers might discover a way to break through this
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Enabling the application to be user-friendly  Evaluating and assessing all the sites entered	Detecting malicious sites	Provide the ability to remove scammer sites	Employing optimized algorithms to generate effective result	Devise browser extensions for accessibility