

Game-Changer

This is the journey of a

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

avoiding loss of sensitive information

to avoid the access of their credentials

Need is to detect the website is legal or illegal

What do they struggle with most?

Not proper training or knowledge about the links sent through email

Not proper updates

Not proper security measures

Journey Steps

Which step of the experience are you describing?

Discovery

Why do they even start the journey?

Registration

Why would they trust us?

Onboarding and First Use

How can they feel successful?

Actions

What does the customer do? What information do they look for? What is their context?

Entering the application or website using the link

Trusting through our services in the homepage

Through feedback from other users

All the information should be available in the home page

The user should enter the url to be checked

Algorithm should detect the legitimate websites

Alert message for the phishing website

Needs and Pains

What does the customer want to achieve or avoid?
Tip: Reduce ambiguity, e.g. by using the first person narrator.

Avoiding phishing sites

Avoiding loss of data or personal information

To avoid their loss of credentials or money

Avoid malicious sites through an alert

Report should be generated for the data

The application should be available anytime

Should be compatible

Performance and security level should be high

GOALS AND MOTIVATION

Primary goals ("Help me.." or "help me avoid..") Positive moment and Negative moments

Internet or security services

To avoid clicking malicious links

All the websites cannot be verified

Negative moment.. Searching for unregistered websites

Enhancing the security or frequent updates of websites

User should be satisfied

Should prevent the attacks created by attackers or hackers

Customer Feeling

What is the customer feeling?
*Tip: Use the **emoji app** to express more emotions*

