

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

Share template feedback

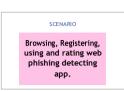


Document an existing experience

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.

PROJECT NAME: WEB **PHISHING DETECTION**

TEAM ID: PNT2022TMID01009 As you add steps to the experience, move each these
"Five Es" the left or right depending on the scenario you are documenting.





How does someone initially become aware of this process?



What do people experience as they begin the process?



In the core moments in the process, what happens?



What do people typically experience as the process finishes?



What happens after the experience is over?



Steps

What does the person (or group) typically experience?



2.Using the app to

3.Rate the

experience

detect phishing websites.

Provide important user details like identity.

Engage with theapp.

User can save their login id for further use.

User can share their feedback using feedback portal.



Interactions

What interactions do they have at each step along the way?

- People:
- Places:

People: Users who use web phishing detection apps and ompany people through feedback portal.

Places: Their work place.

Link gmail or any account.

App detects web phishing sites

User feels relived.

User can share their experience and app to



Goals & motivations

At each step, what is a person's primary goal or motivation?

The primary goal of users is to avoid web phishing using our app.

Experiencing good

accuracy of prediction of web

phishing apps.

Things: They interact with software and hardware

components like

Change settings according to wish.

App moves those sites to trash



money

loss.



Negative moments

Positive moments

Positive moments

Negative moments



When the app is slow or if it misses any of the phishing sites by chance.



Areas of opportunity

Opportunities

Targeting companies that use e-banking on daily basis.