



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.

PROJECT NAME: WEB PHISHING DETECTION

TEAM ID: PNT2022TMID01009

TIP

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



SCENARIO

Browsing, Registering, using and rating web phishing detecting app.



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?

1.User Registration

2.Using the app to detect phishing websites.

3.Rate the experience

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:
- Things:

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

Places: Their work place.

Things: They interact with software and hardware components like laptop.

Link gmail or any account.

App detects web phishing sites

User feels relived.

User can share their experience and app to other users.



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.

Change settings according to wish.

App moves those sites to trash



Positive moments
Positive moments

Experiencing good accuracy of prediction of web phishing apps.

User can avoid money loss.



Negative 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.