



## 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.

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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.

Detecting phishing attacks on the domain names, and passive queries related to phishing.

	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?	The user should login with basic credentials  Find Browse  The user should login with basic websites  The user browses the needed data	IdentificationConformationAlertTo identify the threat in the browsed siteConformation of the phishing attackSend alert to indicate the phishing of the the user's data	Location of threat  Encrypting  Data details  Identify the location of threat and saving the details  The data is encrypted ensuring the data is correct	Enhanced security  Data storage  Exit  Encoding the data and ensuring better security  Data and the details about the threat is application  Exiting the application	Better threat recognition  The details of previous threats and attacks helps in better identification  Personalized recommendations  Recommend safer websites
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?	Services are provided when needed by the customer  Social media interface	Detailed Website or registration process will be easy	Identify the specific data effectively  Managing the data effectively  Site validation	Easy to use  Makes secure and safe transactions  Safe browsing experience	Instant about the results users experience
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me feel Ensure safer browsing data experience	Helps to avoid data leakage Avoid stealing of information	To avoid loss of important credentials  Verifying IP addresses  Threat Detection	Help the customer to overcome the fear of data leakage  Helps to feel confident about data	Helps to see what we have done can be done next
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Improved Safety Easy accesibility	Good experience Safe way to browse	URL Analyzation will be done  Provides safe space for transaction  Reliable Entity	Better Free from Security has malicious been provided sites	Good service for identifying the threat agent
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People sometimes forget to put their data securely  Users fear expressing information without their knowledge	Trepidation about the service	Users are not Some users end up comfortable if there with people who will are many steps not help them	People are not sure about the data security  Users reports will be more useful	Users describe better by leaving a review
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	A set of instructions will be given at first  Provides a summary of all information	Easier identification  Prevention from Sabotage	Detects all sites  Facility to report	How to make threats more identifiable	To eliminate wrong threat alerts