

Entice		Enter	Engage	Engage	Extend
Steps	User wants to verify if a transaction is safe	User opens the Home Page	Step 1: Enter Transaction Details	Step 1: User sees result page	User chooses: • Predict Another • Back to Home
Goals	<ul style="list-style-type: none"> Learns about fraud detection system 	<ul style="list-style-type: none"> Clicks on Predict button 	<ul style="list-style-type: none"> Clicks Submit for Fraud Check 	<ul style="list-style-type: none"> Clicks Submit for Fraud Check 	<p>Opportunity Areas:</p> <ul style="list-style-type: none"> Fast response Clear result Easy navigation
Positive moments:	<p>Positive moments:</p> <ul style="list-style-type: none"> Easy-to-use interface Quick prediction Clear result display 	<p>Positive moments:</p> <ul style="list-style-type: none"> Easy-to-use interface Quick prediction Clear result display 	<p>Positive moments:</p> <ul style="list-style-type: none"> Fear when result shows Fraud Concern about accuracy 	<p>Negative moments:</p> <ul style="list-style-type: none"> Fear when result shows Fraud Confusion if input was wrong 	<p>Positive moments:</p> <ul style="list-style-type: none"> Fast response Clear result Easy navigation
Areas of opportunity:					<ul style="list-style-type: none"> Add probability score Add fraud reason explanation Add transaction logs (future version)