Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID37820
Project Name	Web Phishing Detection
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

What does the person

Think & feel?

- Whether the privacy is maintained or not?
- Whether the website is easy to use?

What does the person **Hear?**

- Is the system user friendly?
- Is the system trust worthy? - How do they handle malicious threads?



What does the person See?

- Accurate Operation Efficient working
- Strategically planned content

What does the person Say and do?

- Accurate Operation Efficient working
- Strategically planned content

Pain

- Use technical tricks to steal personal and financial information as a trusted one
- Attackers use unique and creative ideas to cheat users

Gain

- Provide security awareness
- Remediate threats as quick as possible