anyone could fall victim to phishing

What do they HEAR?

what friends say
what boss say
what influencers say

We must be safe on the internet

We must think twice before clicking on a link

What do they THINK AND FEEL?

what really counts major preoccupations worries & aspirations

helplessness and fear Being secure while using the internet is important

not many preventive tools

we should be careful, else could lose everything -

money, data,

security

there're

Only use the web if you accept the risks that come with it

Improper filtering of spam mails depending on Mail service being used

Constant ads on the internet that may be a source of a phishing attack

News articles of people having their accounts compromised to phishing scams

What do they SEE?

environment friends what the market offers

Friends who refrain from carrying out online transactions due to fear

Falling for scams that ensure security (counter productive)

What do they SAY AND DO?

attitude in public appearance

behavior towards others

Fear
Mongering
among
communities

Buy costly software to prevent safety threats

Losing lakhs of hard earned money to phishing scams

Reliance on other people for usage of internet

PAIN

fears frustrations obstacles Ingrained fear of becoming a victim to phishing possibilities

Don't need to worry about being scammed anymore

GAIN

"wants" / needs measures of success

obstacles

Gaining a sense of security and safety

Don't need to rely on other people for carrying out transactions