This software feature is available in the Phishing Monitoring section.

Buy products online without any hesitation.
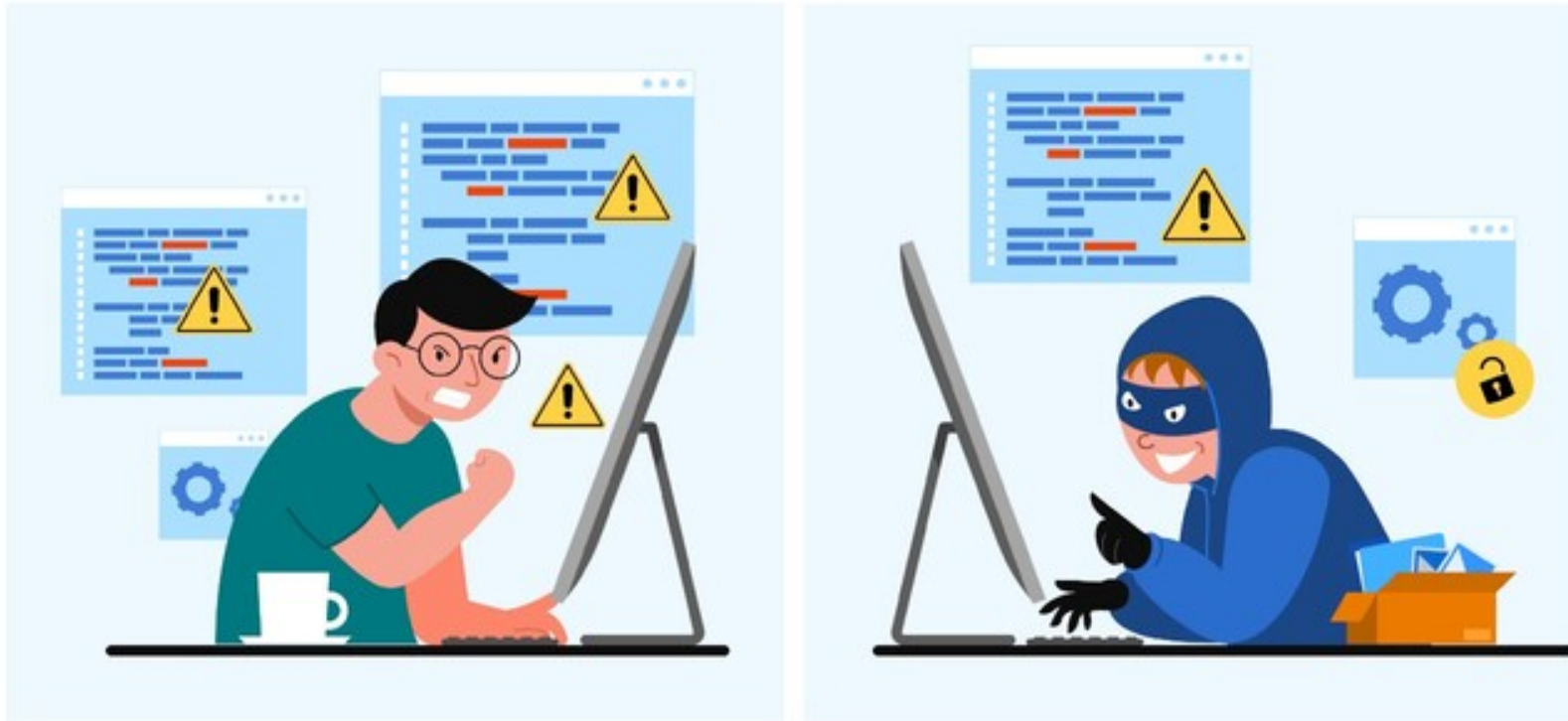
What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

User can make online payment securely.

Phishing is a type of practice done on the Internet Personal data is obtained illegally.

What do they
HEAR?
what friends say
what boss say
what influencers say

Do not click on hyperlinks without examining the hidden URL.

Protect the confidential data

What do they
SEE?
environment
friends
what the market offers

Avoid getting Fraud scammed

Avoid opening suspicious link

They say all website is fake and spam

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

A phishing attack is a simple way to obtain sensitive information from innocent users.

Lack of Security Awareness

PAIN
fears
frustrations
obstacles

Loss of confidentiality and important data would reveleated sometimes

The main objective of attackers is to steal bank account credentials.

Money could be stolen through online transaction

GAIN
"wants" / needs
measures of success
obstacles

Private email domain for personal use

User needs to protect user information

An obvious solution is to educate users to reduce their vulnerability to phishing attacks.