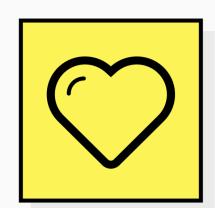
Develop shared understanding and empathy

SKILL/JOB RECOMMENDER APPLICATION



WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

> Awareness through their workspace, websites and established organizations

Data leaks mean that your personal data has been breached and you can't do anything more now.

> Organizations taking measures to create awareness against impersonators.

A student who is in the need to explore various skills that is apt for a particular job

GOAL

What do they THINK and FEEL?

PAINS

anxieties

fears, frustrations, and

What will

happen to their

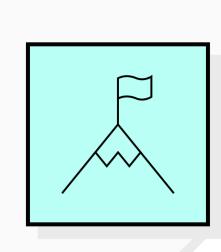
personal data if

it lands in the

wrong hands

What do they need to DO?

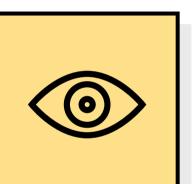
What do they need to do differently? They need to What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



The success is determined by the job they get offered based upon tthe skill learnt.

Experience phishing firsthand: like how a website constantly kicks you to another site.

Anti-Phishing websites circulating current phishing messages going around



GAINS

wants,

needs, hopes, and dreams

skills and find the

skill which they

are comfortable

to acquire

Consistent accuracy. The best known software has provide upto 94.4% acccurate detectionj.

Instant notifications to your phone or laptop when such an email is recieved

What other thoughts and feelings might influence their behavior?

How will ever evolving phishers be detected by just software>?

Having no

guarantee over

their data

security through

online

interactions.

Which emails can a users trust and on what basis?

What do they SEE?

environment friends what the market offers



Users often head for free phishing add-ons.

What do they SAY?

attitude in public appearance behaviour towards others

> Phishing is an age-old method of tricking.People are now taking measures not only to keep themselves, but also their family on a security friendly internet.