

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



WEB PHISHING DETECTION

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Security

privacy

Easy to steal  
passwords  
during  
festivals

Data  
Stealling

User  
Friendly

Useful for  
everyone's  
privacy

Safe for  
commoner

# What do they SEE?

environment  
friends  
what the market offers

Afraid of  
Blackhat  
hackers

Fetches  
dataset from  
phishtank

Dedicate  
the fake link

Confidentiality

Need  
attention

use to avoid  
scammer

Real time  
application

Can be a  
good  
product

Saves us  
from getting  
hacked

Protect data  
theft

Affects  
people with  
less care

Differentiae  
right to  
wrong

## PAIN

fears  
frustrations  
obstacles

Connection  
failure

Customized  
links

Time  
Consumption

Machine  
may get  
confused  
sometimes

Hard to  
maintain  
dataset

Needs some  
knowledge  
to use

background  
usage

## GAIN

"wants" / needs  
measures of success  
obstacles

Privacy  
protection

User  
Friendly

Reliability

Trusted  
service

Fully  
automated

Ensures  
Data  
security

No  
unwanted  
contents

Verify  
unknown  
Links