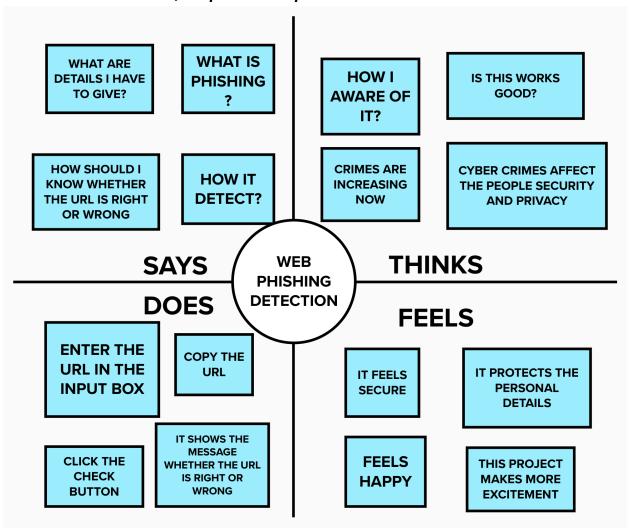
Prepare Empathy Map

In this activity you are expected to prepare the empathy map canvas to capture the user Pains & Gains, Prepare list of problem statements.



What are the thoughts about this project?	What is the purpose?
- Phishing offenses are increasing, resulting in billions of dollars in loss	- Experts can identify fake websites but not all the users can identify the fake website and such users become the victim of phishing attack
- The Software-as-a-Service (SaaS) and webmail sites are the most common targets of phishing	- To create user awareness about phishing attacks
- Attackers can steal the victims private info and can also spread other types of malware What are the existing solutions?	HING What is the proposed solution?
What are the existing solutions? DETECTION What is the proposed solution?	
- Techniques based on blacklists/whitelists	- Machine learning based techniques wher a classification model is trained using various heuristic features
- Techniques based on natural language processing	Talling deling rando neglicilo realigio
- Techniques based on visual similarity	- Heuristic features are URL, webpage content, website traffic, search engine, WHOIS record, and Page Rank
- Techniques based on rules of URL	
PAIN	GAIN
 The heuristic features are not warranted to present in all phishing websites and might also present in the benign websites, which may cause a classification error 	- Real-time detection
	- High detection efficiency
- Some of the heuristic features are hard to access and third-party dependent	- Target independent
	- Third-party independent
- Services may inaccurately identify the new benign website as a phishing site due to the lack of domain age	- Light-weight technique
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