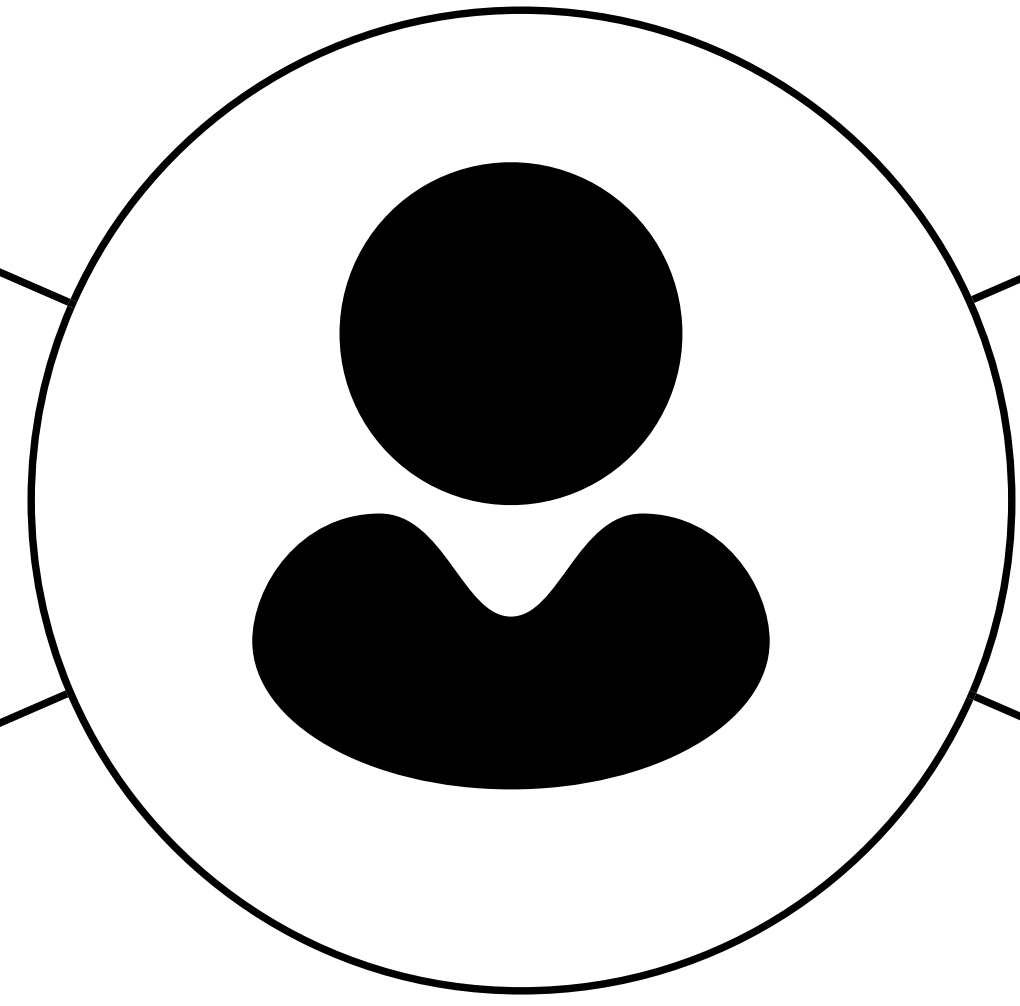


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



Phishing

As Android phones or smartphones are mostly used by the all the users, cybercriminals use this opportunity to perform this type of attack.

This website phishing attack occurs by clicking on unknown file or attachment or responding to social media request or by clicking on unauthenticated links or ads

Dur to this impact of covid many of the individuals have lost their money through this phishing sites and online scams

The terms to distinguish between a fake website and a real website  
(1) Check the URL of the website  
(2) Check the domain name of the website  
(3) Look for the site design

Ransomware attacks are targeting the critical business aspects

An increasing rate of mobile malware

People get scammed by selecting the unauthorized websites

The market offers the web based tools like virustotal.com inorder to check the genuine of the website and it has default 70+ antivirus inbuilt tools to scan it

The most of the scams are happening on the target basis

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Detect any suspicious website and make the user aware of it

Making a detection page using AI and Machine Learning or by using data science to idnentify the fake websites

Comparing the results from the search engine

Help the user to get an awareness about the scam website by checking the domain creation date and where it is been hosted

**PAIN**

fears  
frustrations  
obstacles

This covid has created a major impact for the people by loss of money through the financial scams

The hackers mainly target the old age people by creating fake loan apps and gift scam

Most of the companies data's are been hacked and are been sold in the dark web (i.e) the end users data only

**GAIN**

"wants" / needs  
measures of success  
obstacles

This problem can be removed by creating a fake website detection

User must learn how to keep their social life as secured as possible

Learning about the latest updates on the vulnerabilities will keep us protected from the hackers so that we could updated