

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Analyzing which  
website is safe and  
which website is  
unsafe

Safe Browsing  
is important

Doubt whether  
the website is  
reliable or not

Helplessness  
and fear of using  
any websites.

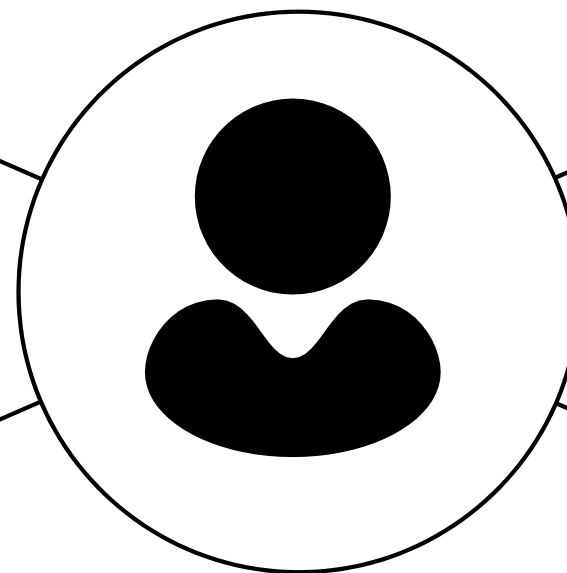
Phishing is the act  
of fraud that  
involves in the  
stealing of users'  
personal  
information .

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Is this system really  
helps and detects  
the malicious  
activities of the  
phishers for any  
kind of websites?

Will the system  
maintain  
confidentiality?



This system is user  
friendly that any  
anybody can use  
this to protect  
themselves from  
phishers.

It will lead to  
information  
disclosure and  
property damage

This paper mainly  
focuses on applying  
Machine learning  
frameworkto detect  
phishing websites.

This system could  
really detect the  
phishing activity  
and could save  
personal  
information of  
many people.

## What do they SEE?

environment  
friends  
what the market offers

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

It acts as the  
protector from the  
malicious activities  
of phishers

It offers best  
security to the  
users

With the help of the  
system user can make  
online payment and  
can purchase in  
multiple online  
platforms without any  
hesitation.

## PAIN

fears  
frustrations  
obstacles

Lack of  
awareness

Is this system  
capable of  
detection of  
phishing?

How accurate  
does this system  
predict the  
phishing?

Many people  
Don't believe the  
efficiency  
Of the feature.

What if the  
installation of the  
system affects the  
speed of  
browsing?

## GAIN

"wants" / needs  
measures of success  
obstacles

Eliminate the  
cyberthreat risk  
level

Safe browsing  
experience.

Segment  
phishing  
simulation

Less chance of  
scam

Deploy targeted  
anti-phishing  
solutions

Meet industry  
compliance  
obligations

Malicious URLs  
can be easily  
detected by  
machine learning  
techniques.

Product  
valuable  
corporate and  
personal data