

# Web Phishing Detection

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Considering whether the website is trustworthy

Phishing assaults can take place through social media, email, SMS, calls, and other channels.

Safe and secure

To prevent the installation of dangerous malware

Increased phishing website detection

Deletion and corruption. Data loss is seen to be the most serious impact of phishing scams.

Provides security for private data

### What do they SEE?

environment  
friends  
what the market offers

Reliable software

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Eliminates the risk element for cyber threats

Increasing customer knowledge to prevent hacking

Regular use of social networks

Comparison

Check Trustworthy?

Does it completely protect users from web phishing?

My privacy is protected, right?

They only intend to steal your personal information or infect your device with malware.

### What do they HEAR?

what friends say  
what boss say  
what influencers say

## PAIN

fears  
frustrations  
obstacles

Security concerns

Stealing of information by Scammers

Phishing results in monetary and intellectual property losses

## GAIN

"wants" / needs  
measures of success  
obstacles

Easily distinguish phishing websites from legitimate websites

Friendly UI

Greater precision