

Entice

How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



Exit

What do people typically experience as the process finishes?

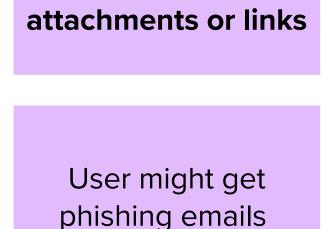


Extend What happens after the

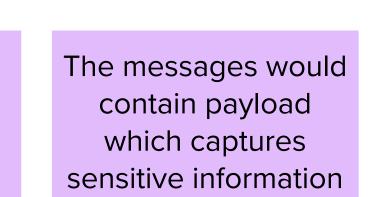
experience is over?

Financial loss

What does the person (or group) typically experience?

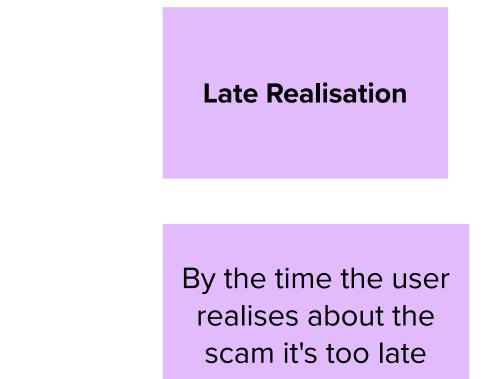


Recieving scam text



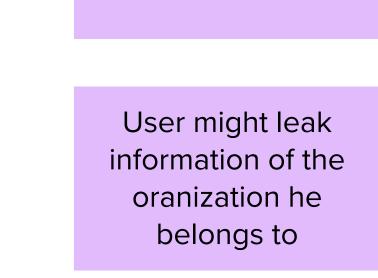


User is unsure about whether the source is legitimate or not

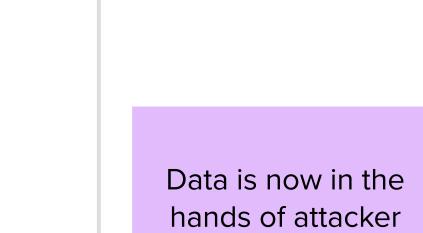




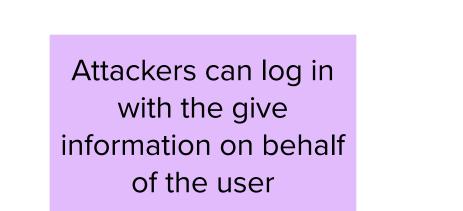
User is prone to losing all data within a single click

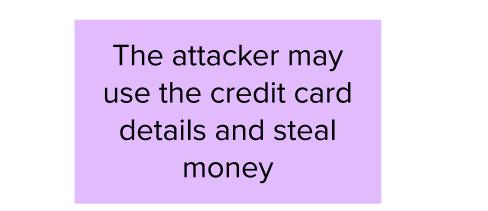


Chances of leaking organizational data



User enters private



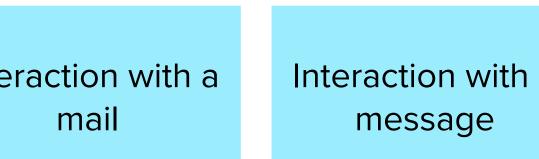


Companies can lose its value with irreparable repercussions

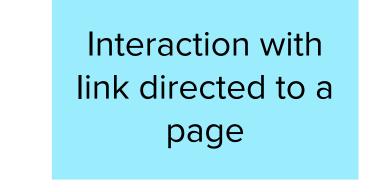


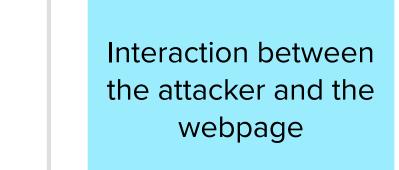
What interactions do they have at each step along the way?

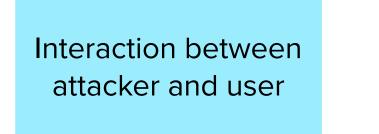
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

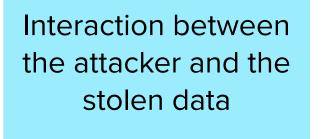


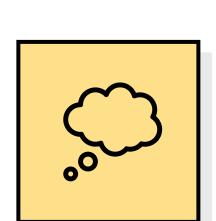






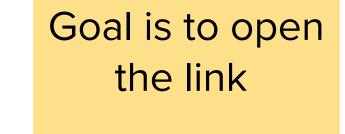




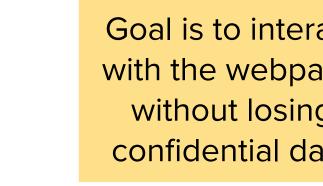


Goals & motivations

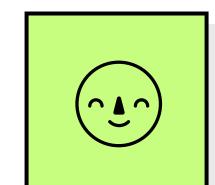
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") Goal is to open the recieved



Goal is to redirect to the webpage and secuirity

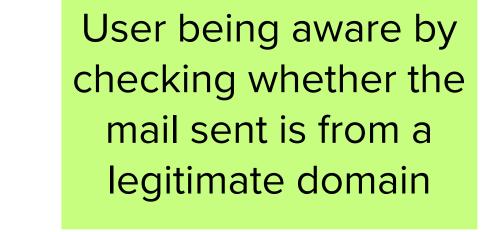


establish the lost safety



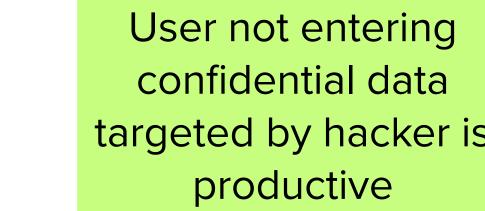
Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

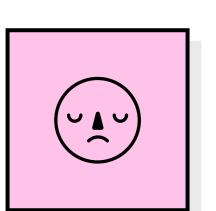


User being careful enough to not click malicious links is productive

User being extra cautious while being redirected to website is productive

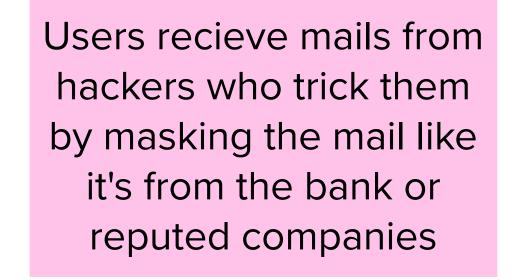


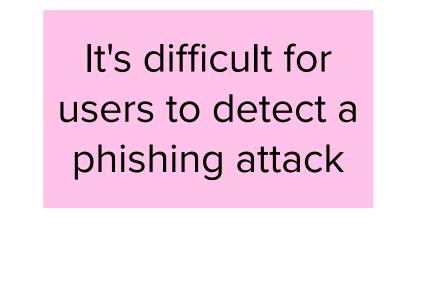
keep his details more secure than ever



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

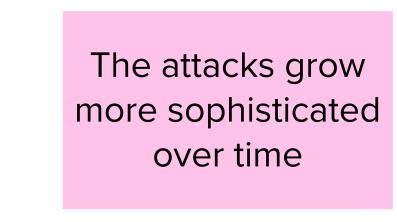




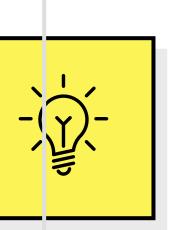
Bring in new approaches to solve the anti phishing problem

Users are tricked into giving over credentials for sensitive accounts





Real time detection should be there as detection should take place before exposing user information User has lost all the confidential data to the attack



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Providing an effective web phishing detection approach

To improve detection efficiency we use machine learning based technique

Light weight technique should be used which should be adaptable on