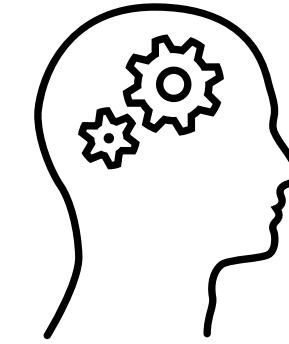


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



complex to
train and
detect

Needs
more data
and
resources

Detection
process
should be
time efficient

Can easily
analyze the
Hack
patterns

Cost efficient
web phishing
detection and
prevention

prevention of
future web
phishing
mishaps

"Whether a
concrete
phishing
detection is
available?"



"Does it
secure my
privacy?"

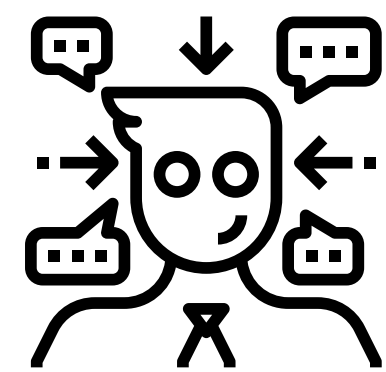
"Does it have a
phishing detection
method for a
dynamically
phished website?"

"Why is it
necessary to
detect web
phishing?"

What do they HEAR?

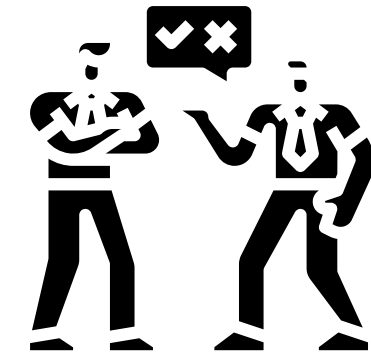
what friends say
what boss say
what influencers say

"Does it provide
complete cyber
security against
web phishing?"



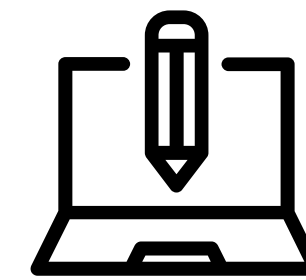
"Why people
are prone to
web phishing
attacks?"

Frequent
access to
social
network



What do they SAY AND DO?

attitude in public
appearance
behavior towards others



User
friendly
interface

To have a
secure Data
Extraction

Consumer
avoids using
Social Media
and internet

Self awareness
between
consumers to
avoid hacking

Eliminates
the cyber
threat risk
factor

Secure web
Environment
from cyber
attacks

provides
private
data
security

Phished
websites
are
maintained

Enhanced
detection of
phished
websites

What do they SEE?



environment
friends
what the market offers

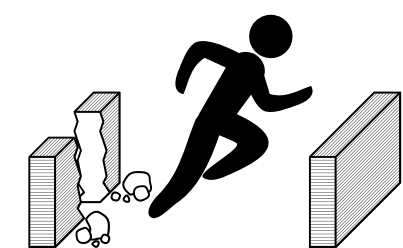
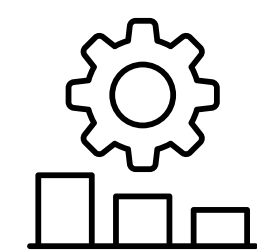
Reduces
organization's
overhead for
web phishing of
their websites

Ease of access
to gain
knowledge
about the
phished
websites

PAIN

fears
frustrations
obstacles

Data theft



Private
authentication
is overruled

Degrades trust
between
Service provider
and consumer

Bussiness
turnover
loss

Major threat
to
ECommerce

Affects the
reputation of
organisations



Incorporates
cyber security
awareness

GAIN

"wants" / needs
measures of success
obstacles

Real time
Phishing
Detection
protects users
from proxy



Enhanced
Data
Privacy

Faster and
trusted
webpage
Access

Reliable
solution to
Data
Insecurity

Increases
alertness
level to
Phishing
attacks

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