



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

IS THIS
INTELLIGENT
SYSTEM
USER
FRIENDLY

WILL THIS
INTELLIGENT
SYSTEM BE
TRUSTWORTHY
AND DETECT
PHISHING
WEBSITES.

IS THIS
INTELLIGENT
SYSTEM
PROPERLY
DETECTING
PHISHING
WEBSITE

What do they
SEE?

environment
friends
what the market offers

POINT OF VIEW
OF THE USERS
OF THIS
INTELLIGENT
SYSTEM

ACTIVITY
TEMPLATES

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

LISTS PROS AND
CONS OF THIS
INTELLIGENT
SYSTEM

ASK OTHER
PEOPLE WHO ARE
USING THIS
WEBISTE ABOUT
ITS WORKING AND
EFFICIENCY

COMPARES THIS
INTELLIGENT
SYSTEM WITH
OTHER SYSTEMS
AND CHECKS
WHICH ONE IS
BETTER

PERCEPTION
FROM OTHER
USERS

What do they
HEAR?

what friends say
what boss say
what influencers say

OPINIONS ON
THE TRUST OF
THIS
INTELLIEGNT
SYSTEM

FEEDBACK
ABOUT THE
INTELLIGENT
SYSTEM

PAIN

fears
frustrations
obstacles

IS THIS
INTELLIGENT
SYSTEM
AVAILABLE TO
ALL THE USERS
FREE OF COST

IS THIS INTELLIGENT
SYSTEM ACCURATE
BECAUSE IAM SCARED
TO USE IT...WHAT IF IT
CANT DETECT ALL THE
PHISING WEBSITES AND
I END UP GETTING
SCAMMED AGAIN

GAIN

"wants" / needs
measures of success
obstacles

NEW HOPE THAT
PROVIDES
SECURITY FROM
PHISHING
WEBSITES

GIVES SCOPE TO
CREATION OF MANY
MORE INTELLIGENT
SYSTEMS THAT HELP
TO DETECT
PHISHING WEBSITES