**P H I S H I N G**



Web Phishing

**Based on ten customer interviews and observations from the Fairplane Guided City Tours team**

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# Entice

**SCENARIO**

**Browsing the data which was leaked and recovering**

Intially, They should sign up

# 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?

**Steps**

**Personalized recommendations**

**Save profile**

**Exit**

**Data stored and Save**

**Security**

**Data details**

**Encrypting**

**Location of threat**

**Email reminder**

**Email confirmation**

**Conformation**

**Complete the profile**

**Browser Identification**

**Browse for phishing Data**

**Email and login**

**Sign up**

**Search**

What does the person (or group) typically experience?

Find the web page with link or app store

The customer should sign up with basic credentials.

Customer should login with correct email and password.

The customer browse

Their data with basic data

Customer will request the information

Fill the required details

The required information is conformed.

An email is received to the customer to conform

There will be a reminder to indicate phishing of the customers’ data.

Identifying the location of threat and saving the data

The data is encrypted and recovering the data

Verifying the data given

Encoding the data and securing more.

Data is stored and the saving the information of the threat.

Exiting the application.

The user profile is saved

The app recommend some information

## Interactions

Completed experiences section of the profile on the website, iOS app, or Android app

Secured data

They experience a good service

Identify the specific data

Managing the data effectively

App as well as website

Detailed view

The entry will be easy

The interaction is good

Help is given

To the customers.

User friendly interface

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

If other users interact with this person, they will see these completed tours also

Final result will be heart warming

**People:** Who do they see or talk to?

**Places:** Where are they?

**Things:** What digital touch points or physical objects would they use?

Good response to customers

## Goals & motivations

Help me see what I could be doing next

Help me see what I've done before

Help me leave the fear of data leakage

Help me feel confident about my data

Help me get through the data to avoid leakage

Help me commit to going on secure data

The data has to recovered.

Help to recover our data

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

## Positive moments

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

Good experiences

Excitement about the purchase

### ("Here we go!")

Recovering information

Current payment flow is very bare- bones and simple

Get a good result of securing data

### People confident about their data

People generally Good service of identifying the threat agent.

## Negative moments

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

People sometimes forget to put the data securely

Several people expressed "information without knowing

### People express a bit of fear of commitment at this step

Trepidation about the service

### ("I hope this will be worth it!")

#### People expressed awkwardness to go to the number of procedures

Sometimes people are matched up unknowing people who will not help them.

People are unclear about the data security

### Customers report will be more useful

People describe leaving a review

## Areas of opportunity

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

A Guide tour will be given at first.

Could we automatically carry over their information?

Make it easier to compare

### Provide a simpler summary to avoid information overload

Show highlights of the perfect consultant?

How might we make our data easily identifiable

#### How might we make it clear that tipping is appreciated but not necessary?

How might we equip people ?

#### Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

How might we help people celebrate and remember things they've done in the past?

How might we extend the personal connection to the guide long after the tour is over?

### How might we totally eliminate this awkward moment?