

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



WEB PHISHING DETECTION

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Need
attention

use to avoid
scammer

Real time
application

Can be a
good
product

Saves us
from getting
hacked

Protect data
theft

Security

privacy

Easy to steal
passwords
during
festivals

Data
Stealling

Useful for
everyone's
privacy

User
Friendly

Safe for
commoner

What do they SEE?

environment
friends
what the market offers

Afraid of
Blackhat
hackers

Fetches
dataset from
phishtank

Dedicate
the fake link

Confidentiality

PAIN

fears
frustrations
obstacles

Needs some
knowledge
to use

Machine
may get
confused
sometimes

Connection
failure

background
usage

Hard to
maintain
dataset

Time
Consumption

Customized
links

Verify
unknown
Links

No
unwanted
contents

GAIN

"wants" / needs
measures of success
obstacles

Ensures
Data
security

Reiaibility

Privacy
protection

Trusted
service

User
Friendly

Fully
automated