



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Is the URL
from the
legitimate
system?

FEELS
INSECURED

"I will feel safe
if this site
doesn't
misuse my
data!"

I would become
educated about/
able to report
phishing if it
requires less effort .

Phishing is a
problem and
that with
training it can
be avoided

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What do they HEAR?

what friends say
what boss say
what influencers say

"Be aware
of pop-up
windows"

"Fraudulent sites
are designed to
lure a victim
which appears
trustworthy"

OTHERS
ADVICING TO
CHANGE THE
DEVICE

Phishing is
definitely
important for
the finance
department in
particular

Some people
does not
understand the
seriousness of
data threat.

FREEZING
OF THE
SCREEN

"A lot of people
are deceived by
fake websites
which appear
genuine "

"It is impossible
to be 100%
secured over
the Internet"

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Enters the URL
of a site to
check if it is
secure and
authorized

TRY TO
SECURE THE
DATA IN THE
DEVICE

i wouldn't get
phished because
i know what the
emails look like

PAIN

fears
frustrations
obstacles

Still get phished
Despite
believing that
they wouldn't
get phished

GETTING
CONFUSED
THINKING
WHAT TO DO

"Spam SMS
and
promotions"

"Security of
the data I
provide"

Lack of time
and way to
many Emails

GAIN

"wants" / needs
measures of success
obstacles

Become educated
about/able to
report phishing in
a way that requires
less effort

"Successful
transactions"

RIGHT
GUIDANCE
FOR
CHOOSING
WHAT TO DO

Be able to
distinguish
phishing and
protect
themselves

"Rightly
identify
fake sites"