

# Web Phishing Detection

"i will feel safe if this website doesn't misuse my data "

## *What do they* **THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

" Am I checking the validity of the banking URL in the right site?"

## *What do they* **HEAR?**

what friends say  
what boss say  
what influencers say

"Hackers get satisfied by our personal data and bank information to gain financially"

"Be aware of pop-up windows"

"Fraudulent sites designed to lure people which appears trustworthy"



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

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

"Every website tracks to collects information using adware"

## *What do they* **SEE?**

environment  
friends  
what the market offers

## *What do they* **SAY AND DO?**

attitude in public  
appearance  
behavior towards others

"What if I get trapped in a Scam ?"

"Will the information that I provide here be misused ?"

## **PAIN**

fears  
frustrations  
obstacles

" Misuse of the data I Provide"

"Infects the consumer's PC with spyware"

## **GAIN**

"wants" / needs  
measures of success  
obstacles

"Can find the Official website"

"Can find the Official website"