



# Web Phishing Detection

SCENARIO

The user who uses the website for purchasing the products and paying the amount through e-banking



## Entice

How does someone initially become aware of this process?



## 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

What does the person (or group) typically experience?

Visit the website or services by clicking on the link sent by the user

Entering the information of the particular user who visits the websites.

Checking the security of that particular website

If not secure we need to exit from that particular website

Comparing the secure and insecure websites

Making considerations of the website certifications.

If secure we purchase some products from the particular websites.

We can sometimes make trust on an online website

they feel that to make a website survey by the user

They can find the security of the website using

Confirming the secure level of the website

Website confirmation from the user side.

After deciding to buy, they click the Purchase button

They fill out their contact and credit card information, then continue

If not secure their account details got hacked.

Reminder of the website usage.

Feel frustrated while using the website

Using their own means of system or mobile, they may occur a high risk of virus attack

Their details got theft by the attackers.

They experience a furious feeling while using website.

User leaves the site which they are using.

The user wraps up the site and everyone heads their separate ways

Prompt for feedback

One hour after the site finishes, an email and in-app notification prompt the tour participant for a feedback

Writing & submitting review

The user writes a feedback and gives the site a star-rating out of 5.

Web user appears in the user profile

Personalized site security

Personalized recommendations

Personalized web suggestions after new site opens



### Interactions

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

- People:** Who do they see or talk to?
- Places:** Where are they?
- Things:** What digital touchpoints or physical objects would they use?

Website visiting section of the site, IOS app, or Android app

Site section of the website, IOS app, or Android app

Hackers plays a major role in the attacks of the website

The attackers guide makes first appearance at this point, although the customer doesn't interact with them yet.

Browsing section of the website, IOS app, or Android app

Payment overlay within the website, IOS app, or Android app

user's email (software like Outlook or website like Gmail)

Site locations tend to start in a specific public online platform

Direct interactions with the other, and potentially other group members

The user looks for the site , often from a website

Direct interactions with the guide, and potentially other group members

Customer's email (software like Outlook or website like Gmail)

"Leave a review" modal window within the profile on the website, IOS app, or Android app

Often takes place at the same place where the group met the guide, but not always

Depending on the site tipping/cash may be involved

Completed experiences section of the profile on the website

Recommendations span across website

Post-purchase screens website

Customer's email (software like Outlook or website like Gmail)



### Goals & motivations

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

Help me get the details back

Help me have more security in web

Help me avoid seeing insecure

Help me see what they have to offer

Help me understand what this tour is all about

Help me commit to going on this tour

Help me get through this payment part without too much hassle

Help me feel confident that my purchase is finalized and tell me what to do next

Help me make sure I don't forget about my site so that I don't waste money or get disappointed

Help me leave the site with good feelings and no awkwardness

Help me make the most of my sites to this new site

Help me spread the word about a great site or provide watch-outs and feedback for one that was not so good!

Help me see what I've done before

Help me see what I could be doing next

Help me see ways to enhance my new site security



### Positive moments

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

It's fun to look at options and imagine doing each activities while visiting the website

Excited to see the website to its secure

Excitement about the purchase ("Here we go!")

Current payment flow is very bare-bones and simple

We've heard from several people that the reminder emails were essential, especially if they booked way in advance

Our users tend to be so good that people are reassured when they meet their guide

People love the site itself, we have a 98% satisfaction rating

People generally leave sites feeling refreshed and inspired

People like looking back on their past sites

We think people like these recommendations because they have an extremely high engagement rate

secure level of the website



### Negative moments

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

user sometimes due to their carelessness they are losing their information

some user experienced the lock symbol while using the website

People express a bit of fear of commitment at this step

predicts the phishing attacks

People expressed awkwardness about finding their own attacks

Sometimes people are matched up with that user that they don't really like

People are unclear whether a tip is necessary

Customers report feeling review fatigue

People describe leaving a review as an arduous process

People feel peer pressure to tip a site when someone else on the site tips, leaving them feeling weird and bad if they don't

We have very low review rates



### Areas of opportunity

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

If you don't follow this path immediately after your purchase, could we send a follow-up?

Could we automatically carry over the site from your attacks? (e.g. via a cookie)

Make it easier to compare and see for experiences without having to click on them

Provide a simpler summary to avoid phishing attacks

Show highlights or common phrases from reviews

How might we make our site easily identifiable?

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

How might we equip people to get aware of the phishing attacks

We might use the various machine learning algorithms

Could we A/B test different sites 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 site is over?