

Ideation Phase

Empathize & Discover

Date	29 September 2022
Team ID	PNT2022TMID36177
Project Name	Web Phishing Detection
Maximum Marks	4 Marks

Empathy Map Canvas:

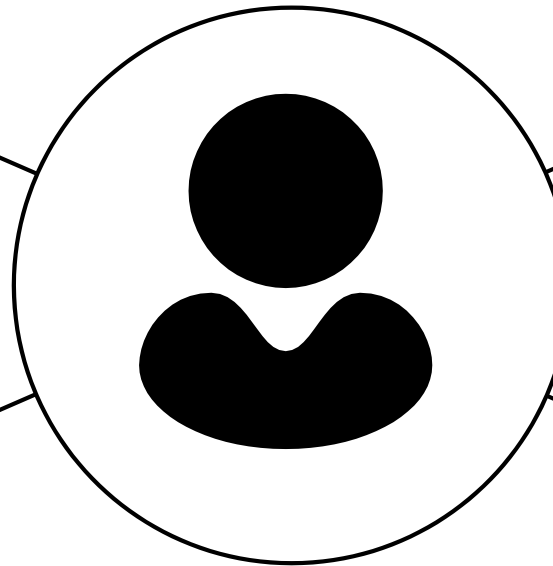
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

some
websites
might be so
dangerous to
use.

they must be
very alert in
using the
websites.

some are very
sensitive that
they steal their
mail id and
password.

Customer
feels unsafe
when using
the online
website

They need
alert message
while using
the fake or
fraud website

they might not
be sure that
their personal
datas are
secured or not.

are we
choosing the
right decision
before visiting
the websites.

they see
only
insecure
websites.

they might be
focussed on
security
purpose of
using the
websites.

they predict
the phishing
attacks made
by the
hackers.

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

the website
must be
secured and
reliable.

they report
the issues
and scams
while using of
websites.

we should not
save your
password in
the websites
we are using.

it must be a
trusted
website
platform.

technology
features
must be
important for
the user.

they do
monitor the
high traffic
usage of
websites.

PAIN

fears
frustrations
obstacles

Web phishing
leads to
information
disclosure and
property
damage.

Large
organizations
may get
trapped in
different kinds
of scams.

customer's private
information such
as usernames,
passwords, and
credit card details
were stealed by
the phisher.

GAIN

"wants" / needs
measures of success
obstacles

while entering
into the phishing
website, security
popup message
will be shown.

To detect and
predict e-banking
phishing websites,
we proposed an
intelligent, flexible
and effective
system.

To give a security
for customer's
sensitive
information such
as usernames,
passwords, and
credit card details,