

1 WHO are we empathizing with?

Customers & Businesses
Possessions are compromised due to web phishing

GOAL

2 What do they need to DO?

Business - Ensure site is reliable and live
Customer - Ensure site is original and safe
Prevent popups, redirects and pretending to be legitimate

7 What do they THINK and FEEL?

PAINS

Business
- Paralyzes the business
- Inhibits staff work
- Damage or misuse data assets

Customer

- Blocked access to site
- Vandalize personnel
- Misuse user identity

GAINS

Business
- Monitor servers
- Sustain users
- Legitimate request and response

Customer

- Use right website
- Protect credentials

URL validation and session approval of users from server side can benefit both the business and the client.

6 What do they HEAR?

Business - Company approved to use and perform site duties
Customer - Friend or neighbor guarantees safety for faulty website

3 What do they SEE?

Business - Request redirects to fishy servers
Customer - 24 * 7 support and faster response time

4 What do they SAY?

Business - Legitimate counter-part of enterprise
Customer - Access to privileges intended only for premium users

5 What do they DO?

Customer - Trusts the source and fall victim to phishing
Business - External sources kept un-monitored and left to be poisoned