

1

# Web Phishing Detection

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

what friends say  
what boss say  
what influencers say

How Hackers  
steal my  
information ?

Whether  
my  
information  
are safe ?

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

what really counts  
major preoccupations  
worries & aspirations

How to  
safeguard my  
information ?

either  
attackers steal  
my  
information  
repeatedly ?

They mostly  
attack by link  
method

Too many  
vulnerable  
websites in  
internet

Stolen of  
Banking  
accounts  
transaction

URL looks  
genuine

They use  
authorized  
logos

Lack of  
cyber  
security

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

environment  
friends  
what the market offers

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

attitude in public  
appearance  
behavior towards others

Enabling  
two step  
verification

Delete the  
message or  
link

Switch off  
the  
electronic  
devices

May be  
informed to  
cyber cell

## **PAIN**

fears  
frustrations  
obstacles

Money will  
be stolen  
with online  
transactions  
Made

Important  
information  
may be  
revealed or  
sold

Loss of  
confidence  
about that  
company

## **GAIN**

"wants" / needs  
measures of success  
obstacles

Identification  
Fake URL

Private  
Information  
will be safe

Secure  
Online  
Transcation

**Share your feedback**