Web Phishing Detection

Control phishing attack

Software based system

Phishing detection with machine learning

What do they THINK AND FEEL?

what really counts

major preoccupations

worries & aspirations

Testing website link using original links

Information stealimg through website can be detected

What do they HEAR?

what friends say

what boss say

what influencers say

Make accuracy of correct link

Detect Fake Website

What do they SEE?

environment

friends

what the market offers

Detect and return message is sent

Secured website can be processed

What do they SAY AND DO?

attitude in public

appearance

behavior towards others

Track harmfull links, websites

Say whether the website is secured

PAIN

fears

frustrations

obstacles

GAIN

"wants" / needs

measures of success

obstacles

Detection may not accurate always

Lot of website data to be needed

Resulted output may not come sometimes

Informations may not be stealed

Can be aware of illegal sites

Threats can be minimised