# **Ideation Phase Empathize & Discover**

Date	1 september 2022
Team ID	PNT2022TMID24996
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 behaviors and attitudes.

What does the person

#### Think & feel?

- Whether the privacy is maintained or not?
- Whether the website is easy to use?

#### What does the person **Hear?**

- Is the system user friendly?
- Is the system trust worthy? - How do they handle malicious threads?



### What does the person

## See?

- Accurate Operation
- Efficient working Strategically planned content

What does the person Say and do?

- Accurate Operation
- Efficient working
- Strategically planned content

## **Pain**

- Use technical tricks to steal personal and financial information as a trusted one
- Attackers use unique and creative ideas to cheat users

#### Gain

- Provide security awareness
- Remediate threats as quick as possible