



I d e n t i f y s t r o n g T R & E M	<b>3. TRIGGERS</b> <span>TR</span> <div> <p>A trigger message can be popped warning the user about the site. Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing site detected” message.</p> </div>	<b>10. YOUR SOLUTION</b> <span>SL</span> <div> <p>An option for the users to check the legitimacy of the websites is provided.</p> </div> <div> <p>This increases the awareness among users and prevents misuse of data, data theft etc.,</p> </div>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <div> <p><b>8.1 ONLINE</b> Customers tend to lose their data to phishing sites.</p> </div> <div> <p><b>8.2 OFFLINE</b> Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.</p> </div>	I d e n t i f y s t r o n g T R & E M
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <div> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>The customers feel lost and insecure to use the internet after facing such issues.</p> <p>Unwanted panicking of the customers is felt after encounter loss of potential data to such sites</p> </div>			