

Ideation Phase

Empathize & Discover

Date	10 October 2022
Team ID	PNT2022TMID52273
Project Name	Project-Web Phishing Detection
Maximum Marks	4 Marks

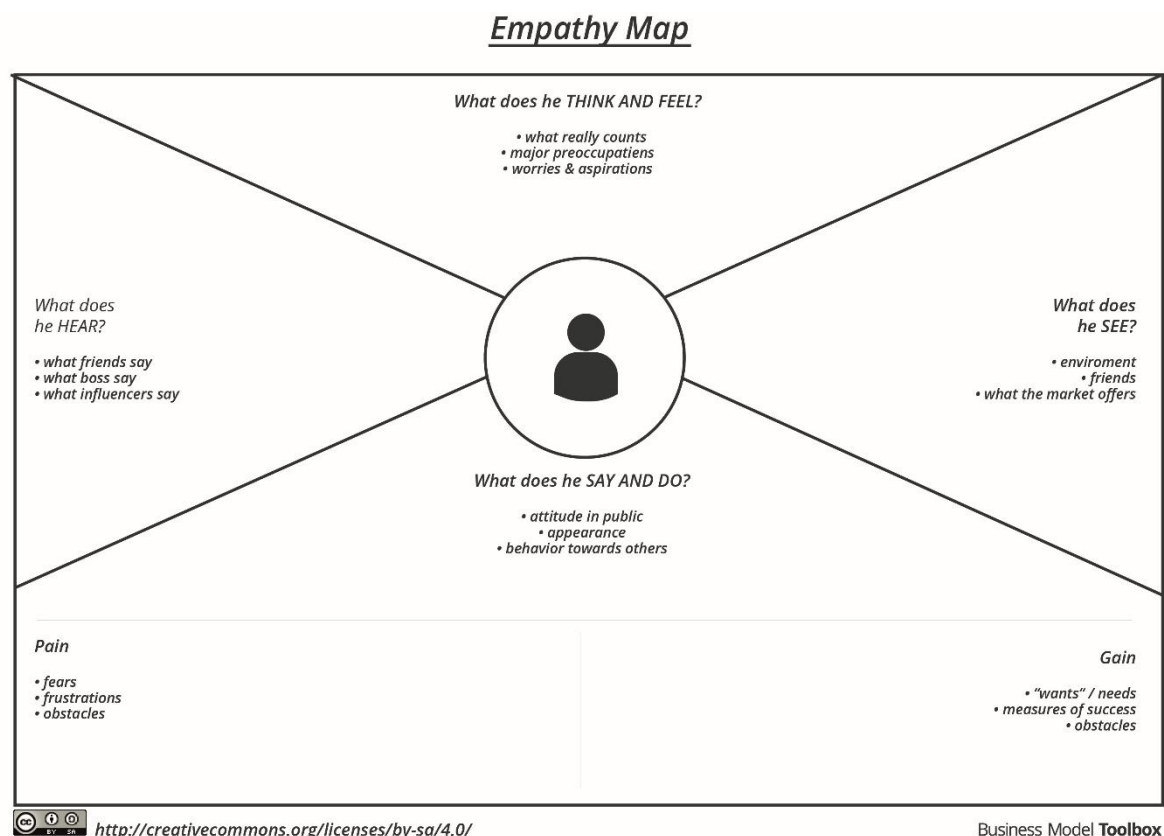
Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Reference:

<https://app.mural.co/t/ibm7094/m/ibm7094/1665385347013/152cd495f9e73a31da69122e0ff8a3581128ce06?sender=u5aec96631bdad25b66f94634>

Empathy Map:



PROBLEM AND STATEMENT:

. Attackers will steal information related to transaction details by using malicious links or by using any software or by sending emails. We need to be alert and not allow installing or downloading any unnecessary software or should not click on any unnecessary links. Now-a-days banks are sending mail or SMS for every transaction made on online. We need not to share any personal details related to bank. Though it an advantage, we need to keep transaction detail safe by having stronger algorithms.