

WHO are we empathizing with?

Website users, E-mail user and network users

Situation: Personal data lost or stolen, privacy breached



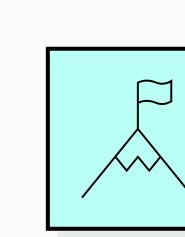
What do they HEAR?

There are lots of suspicious websites and mails popping out lately. We need to install an anti-virus software in our system.

Web Phishing Detection -Empathy Map

What do they need to DO?

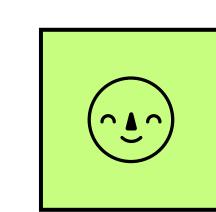
Use the Web Phishing Detection algorithm to detect such websites and attempts on security breach. This can be used along with anti virus softwares.



What do they THINK and FEEL?

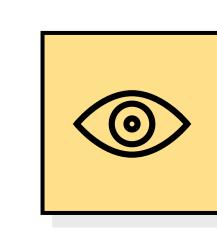
PAINS

fear of losing bank details Privacy breach Important data lost Virus corruption



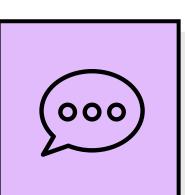
GAINS

More secure websites Less click baits Block phishing attempts Reduce the victims



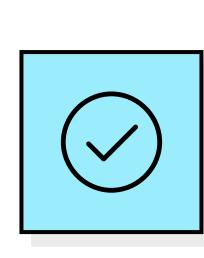
What do they SEE?

Suspicious websites Many pop up advertisements E-mails from unknown contacts



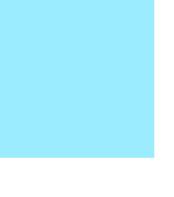
What do they SAY?

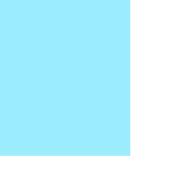
Lets click and see if we get the free product they are offering in the ad. There is no harm in checking a website.



What do they DO?

Check the email about the bank offer. Enter crucial personal details in unknown websites









There must be a more cautious mind and more knowledge about such

attacks by the users





