



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Gets
attracted to
the offer

Tries to
makes use of
the offer

Links looks
realistic

What do they
SEE?

environment
friends
what the market offers

Uses a
false
website

Gets
influenced
by another
user

Gets false
information

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Creates
awareness
about the
link

Gets
frustrated

PAIN

fears
frustrations
obstacles

Privacy gets
exposed

May lead to
fraudulent
transaction

GAIN

"wants" / needs
measures of success
obstacles

Can detect
phishing
links

Can report
spam to
help other
users