EMPATHY MAP

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user.

An empathy map is a tool to understand what your user is thinking, feeling, seeing, hearing and saying. It is used to visualize and articulate what is currently known about your users.
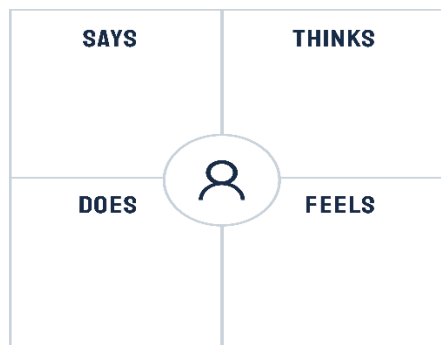
It externalizes the knowledge about users in order to

1. Create a shared understanding of user needs.
2. Aid in decision making.

FORMAT:

Traditional empathy maps are split into 4 quadrants including:

- Says
- Thinks
- Does
- Feels

➢ The *Says* quadrant contains what the user says out loud in an interview or some other usability study.

➢ The *Thinks* quadrant captures what the user is thinking throughout the experience.

➢ The *Does* quadrant encloses the actions the user takes.

➢ The *Feels* quadrant is the user's emotional state, often represented as an adjective plus a short sentence for context.

EMPATHY MAP FOR WEB PHISING DETECTION:

What should I do?   What is best for me?

Where should I start?   What should do to detect web phishing?

Which website to use?   Web phishing tactics

Is it a safer browsing?   Web Link Manipulation

What Phishing detection algorithm to use?   May be this is not best

| SAYS | | THINKS |

WEBUSER

Spoofing website, text and images.   Establishing web phishing detection
measures.

Utilizing the browser vulnerabilities.   Eradicating the web attacks.

Developing Web detection application.   Enables hacking free environment.

Checking malicious websites.   Protection against web phishing.

Frequent protection against attack.   Beware of fraudulent links.

| DOES | | FEELS |