# Web Phishing Detection

**SCENARIO**
The user who uses the website for purchasing the products and paying the amount through e-banking

## Entice
How does someone initially become aware of this process?

## Enter
What do people experience as they begin the process?

## Engage
In the core moments in the process, what happens?

## Exit
What do people typically experience as the process finishes?

## Extend
What happens after the experience is over?
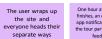
### Steps
What does the person (or group) typically experience?

| Entice | | | | Enter | | | | Engage | | Exit | | | Extend | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Visit the website or services by clicking on the link sent by the user | Entering the information of the particular user who visits the websites. | Checking the security of that particular website | If not secure we need to exit from that particular website | they feel that to make a website survey by the user | They can find the security of the website using | Confirming the secure level of the website | Website confirmation from the user side. | Feel frustrated while using the website | Their details got theft by the attackers. | User leaves the site which they are using. | Prompt for feedback | Writing & submitting review | Web user appears in the user profile | Personalized recommendations |
| Comparing the secure and insecure websites | Making considerations of the website certifications. | If secure we purchase some products from the particular websites. | We can sometimes make trust on an online website | After deciding to buy, they click the Purchase button | They fill out their contact and credit card information, then continue | If not secure their account details got hacked. | Reminder of the website usage. | Using their own means of system or mobile, they may occur a high-risk of virus attack | They experience a furious feeling while using website. | The user wraps up the site and everyone heads their separate ways | One hour after the site finishes, an email and in-app notification prompt the tour participant for a feedback | The user writes a feedback and gives the site a star- rating out of 5. | Personalized site security | Personalized web suggestions after new site opens |

### Interactions
What interactions do they have at each step along the way?

- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

| Entice | | | Enter | | Engage | | Exit | | | Extend | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Website visiting section of the site, iOS app, or Android app | Site section of the website, iOS app, or Android app | | Browsing section of the website, iOS app, or Android app | Payment overlay within the website, iOS app, or Android app | Site locations tend to start in a specific public online platform | Direct interactions with the other, and potentially other group members | Direct interactions with the guide, and potentially other group members | Customer's email (software like Outlook or website like Gmail) | "Leave a review" modal window within the profile on the website, iOS app, or Android app | Completed experiences section of the profile on the website | Recommendations span across website |
| Hackers plays a major role in the attacks of the website | The attackers guide makes first appearance at this point, although the customer doesn't interact with them yet. | | user's email (software like Outlook or website like Gmail) | | The user looks for the site, often from a website | | Often takes place at the same place where the group met the guide, but not always | Depending on the site tipping/cash may be involved | | Post-purchase screens website | Customer's email (software like Outlook or website like Gmail) |

### Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

| Entice | | | | | Enter | | | Engage | | Exit | | | Extend |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Help me get the details back | Help me have more security in web | Help me avoid seeing unsecure | Help me see what they have to offer | Help me understand what this tour is all about | Help me commit to going on this tour | Help me get through this payment part without too much hassle | Help me feel confident that my purchase is finalized and tell me what to do next | Help me feel confident about where to go and which one of these people is my guide | Help me feel good about my decision to go on this site and to feel welcome | Help me spread the word about a great site or provide watch-outs and feedback for one that was not so good | Help me see what I've done before | Help me see what I could be doing next | Help me see ways to enhance my new site security |
| | | | | | Help me make sure I don't forget about my site so that I don't waste money or get disappointed | | | Help me leave the site with good feelings and no awkwardness | Help me make the most of my sites to this new site | | | | |

### Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

| Entice | | | Enter | | Engage | | | Exit | Extend |
|---|---|---|---|---|---|---|---|---|---|
| It's fun to look at options and imagine doing each activities while visiting the website | Excited to see the website to its secure | | Excitement about the purchase ("Here we go!") | Current payment flow is very bare-bones and simple | We've heard from several people that the reminder emails were essential, especially if they booked way in advance | Our users tend to be so good that people are reassured when they meet their guide | People love the site itself, we have a 98% satisfaction rating | People generally leave sites feeling refreshed and inspired | We think people like these recommendations because they have an extremely high engagement rate |
| | secure level of the website | | | | | | | People like looking back on their past sites | |

### Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

| Entice | | | Enter | Engage | | Exit | | |
|---|---|---|---|---|---|---|---|---|
| user sometimes due to their carelessness they are losing their information | some user experienced the lock symbol while using the website | People express a bit of fear of commitment at this step | predicts the phishing attacks | People expressed awkwardness about finding their own attacks | Sometimes people are matched up with that user that they don't really like | People are unclear whether a tip is necessary | Customers report feeling review fatigue | People describe leaving a review as an arduous process |
| | | | | | | People feel peer pressure to tip a site when someone else on the site tips, leaving them feeling weird and bad if they don't | We have very low review rates | |

### Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

| Entice | | | | Engage | Exit | | | | Extend |
|---|---|---|---|---|---|---|---|---|---|
| If you don't follow this path immediately after your purchase, could we send a follow-up? | Could we automatically carry over the site from your attacks? (e.g. via a cookie) | Make it easier to compare and see for experiences without having to click on them | Provide a simpler summary to avoid phishing attacks | How might we make our site easily identifiable? | How might we make it clear that tipping is appreciated but not necessary? | Could we A/B test different sites to seewhat changes response rates? | How might we progressively disclose the full review so that each step feels more simple? | | How might we help people celebrate and remember things they've done in the past? |
| | | | Show highlights or common phrases from reviews | | How might we equip people to get aware of the phishing attacks | | | | How might we extend the personal connection to the guide long after the site is over? |
| | | | | | We might use the various machine learning algorithms | | | | |