

## **Ideation Phase**

### **Empathize & Discover**

Date	29 September 2022
Team ID	PNT2022TMID37764
Project Name	Web Phishing Detection
Maximum Marks	4 Marks

#### **Empathy Map Canvas:**

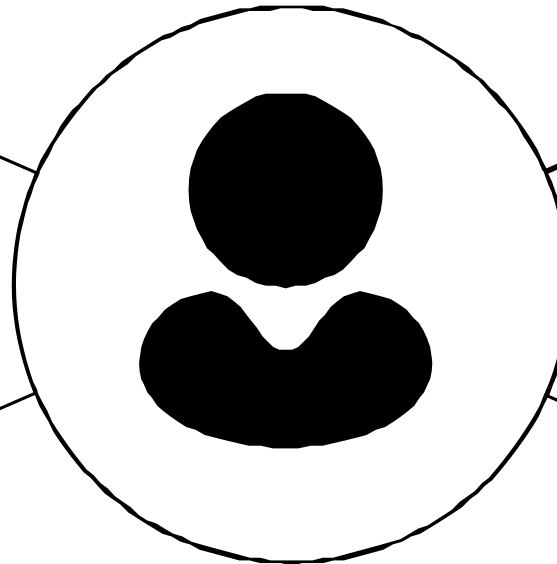
**An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.**

**It is a useful tool to helps 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.**

# THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



## What do they HEAR?

what friends say  
what boss say  
what influencers say

some websites might be so dangerous to use.

they must be very alert in using the websites.

some are very sensitive that they steal their mail id and password.

Customer feels unsafe when using the online website

They need alert message while using the fake or fraud website

they might not be sure that their personal datas are secured or not.

are we choosing the right decision before visiting the websites.

they see only insecure websites.

they might be focussed on security purpose of using the websites.

they predict the phishing attacks made by the hackers.

## What do they SEE?

environment  
friends  
what the market offers

# SAY AND DO?

attitude in public  
appearance  
behavior towards others

the website must be secured and reliable.

they report the issues and scams while using of websites.

we should not save your password in the websites we are using.

it must be a trusted website platform.

technology features must be important for the user.

they do monitor the high traffic usage of websites.

## PAIN

fears  
frustrations  
obstacles

Web phishing leads to information disclosure and property damage.

Large organizations may get trapped in different kinds of scams.

customer's private information such as usernames, passwords, and credit card details were stealed by the phisher.

## GAIN

"wants" / needs  
measures of success  
obstacles

while entering into the phishing website ,security popup message will be shown.

To detect and predict e-banking phishing websites, we proposed an intelligent, flexible and effective system.

To give a security for customer 's sensitive information such as usernames, passwords, and credit card details,