SCENARIO Browsing, booking, Exit **Entice** Engage **Extend** Enter attending, and rating a local city tour What do people How does someone What happens after the What do people In the core moments experience is over? initially become aware typically experience experience as they in the process, what of this process? as the process finishes? begin the process? happens? Steps User realisation about the scam is May ask about the users occupational details Steps
What does the person (or group) Phishing Hard to recover Link Lack of clarity typically experience? Hacker can now enter the login information which free Wi-Fi Companies may lost its value than imaginable. User must ensure about the webpage is legitimate or not are given by the user Interactions Accepting all Interaction between privacy and policies of unknown Interaction between attacker and user. Interaction between attackers and stolen attacker and webpage 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? **Goals & motivations** Redirect the website Interact with websites without lecking confidential data making users to open the mail/link which is a spam. Goal is to open the link and open the suspicious website. Re-establish the lost At each step, what is a person's safety primary goal or motivation? ("Help me..." or "Help me avoid...") **Positive moments** Users need to keep their datas even more secure that are expected by the hackers. find enjoyable, productive, fun, motivating, delightful, or exciting? **Negative moments** Difficult for users to find the phishing sites. User has no security on confidential datas. What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? Areas of opportunity We use ML for What have others suggested?