

EMPATHY MAP FOR WEB PHISHING DETECTION

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Worried about
the data
being leaked

Depressed
about being
get phished.

Overcoming
the defect
faced

Figuring out
the
loopholes

Exploring
various
techniques to
prevent the
attack

Thinking
about the
next possible
attack

This
happens all
the time

Boss may be
worried
about the
lost data

Have got
any
anonymous
calls

Be
concerned

Take
aftermath
steps

Could have
been more
carefull

Consolation

Lack of
firewall

Lack of
antivirus

Lack of
awareness

Vulnerable
environment

Security
less

Typographical
error

Lack of web
filters

Anxious

Depressed

Afraid

Trust issues

Apprehensive

Frustrated

Misusing of
data

Privacy
issues

Recovering
from loss

Installation of
firewalls,antivirus

Awareness
regarding
phishing
attacks

Developing a
web phishing
detection
model