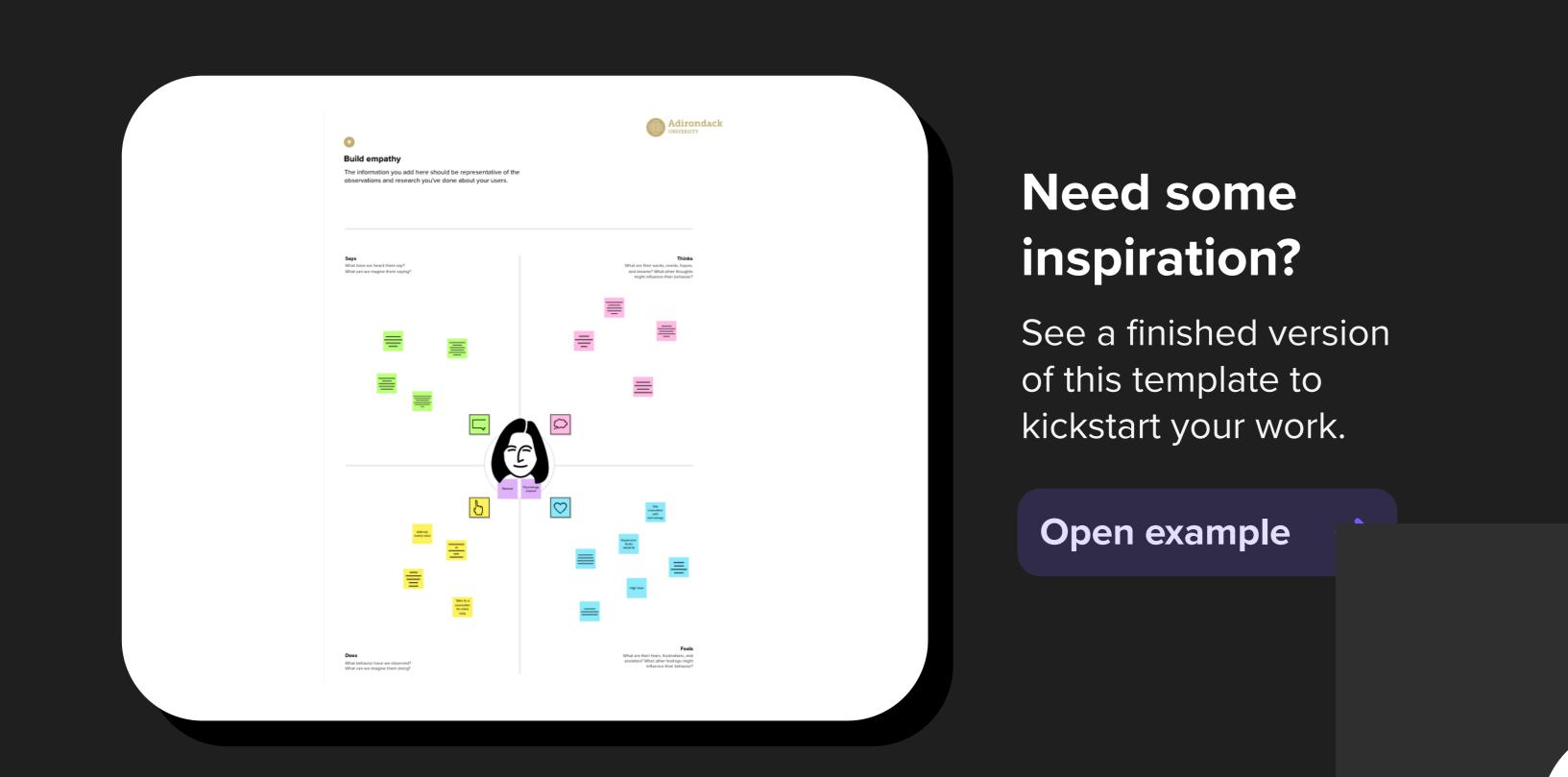


Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Share template feedback





Build empathy

The information you add here should be representative of the observations and research you've done about your users.

MACHINE LEARNING HAVE THE CAPACITYTO APAPTTO VARYING CONDITIONS

> OF THE MAJOR WORLD OF WIRELESS ANDITIS DAY

SPAM FILTERING

PROTOCOLS USE

INSTANCE-BASED OR

MEMORY-BASED

LEARNING

METHOPS

ANTI

FILTERS





GMAIL AND YAHOO MAIL SPAM FILTERS DO MORE THEN JUST CHECKING JUNK

EMAILS USING

PRE-EXISTING

RULES

Does

What behavior have we observed?

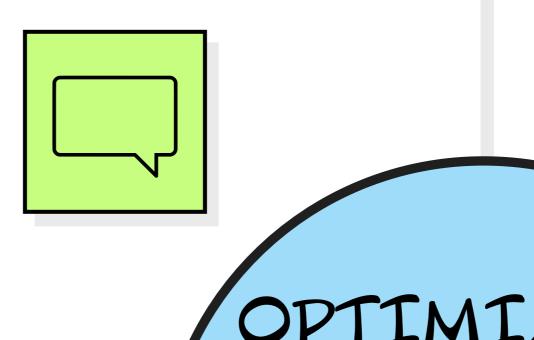
What can we imagine them doing?

PROTECTING OUR
INBOXES FROM
MALWARE OR
PHISHING WHILE
ALSO MAKING SURE

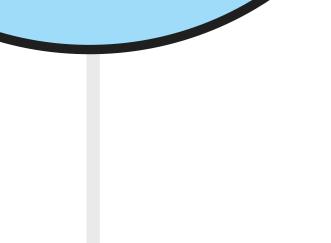
ESSENTIAL

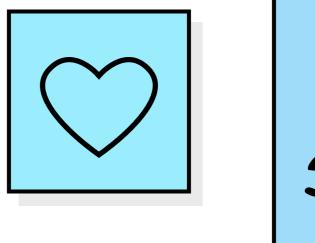
MESSAGES WE WANT

TO SEE AREN'T PROWNED OUT BY

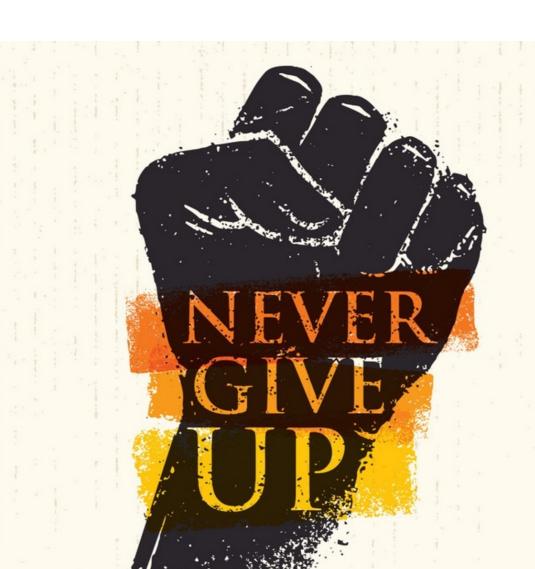


OPTIMIZING SPAM FILTERING WITH MACHINE LEARNING





LIFE TIME SETTLEMENT



NEVER

DESIGN IS NOT JUSTWHATIT LOOKSLIKE AND FEELS LIKE. PESIGN IS HOW IT WORKS.



rations, and elings might ir behavior?

Says

What have we heard them say? What can we magine them saying?

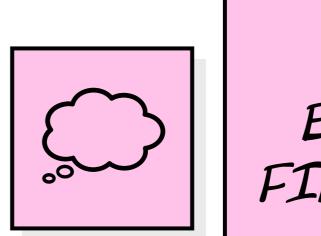




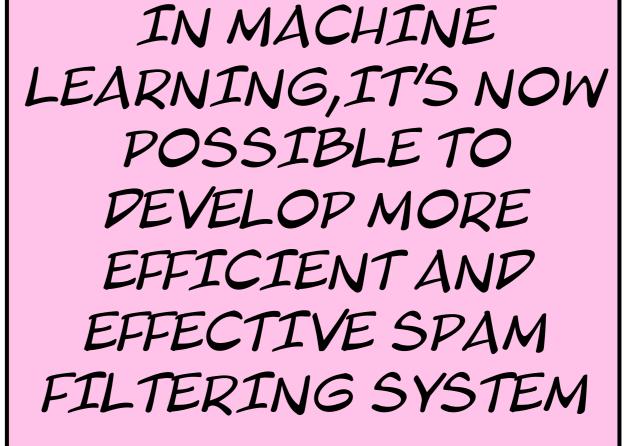




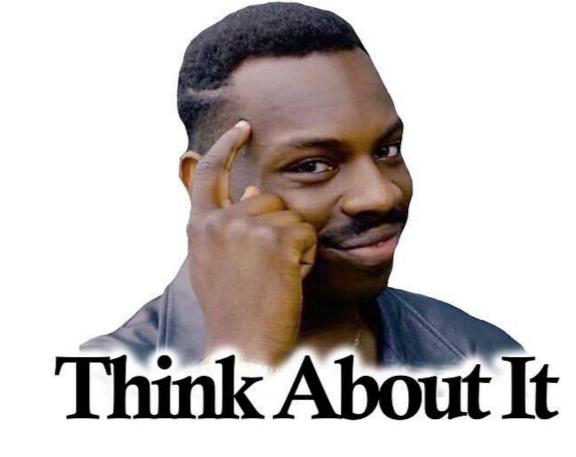
(a) dreamstime.com



POSITIVE



THE ADVANCEMENTS



Thinks

What are their wants, needs, hopes,

IT IS POSSIBLE

TO DEVELOP AN

EFFICIENTAND

EFFECTIVE SPAM

FILTERING SYSTEM

THAT CAN HELP TO

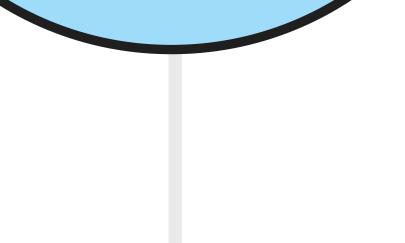
REPUCE THE

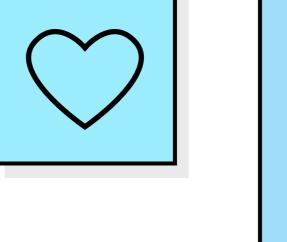
NUMBER OF

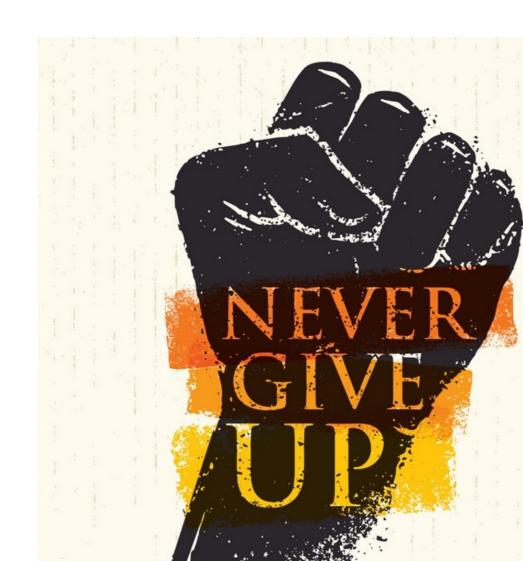
UNWANTED EMAILS

and dreams? What other thoughts

might influence their behavior?









Feels

