Optimizing Spam Filtering With Machine Learning

Optimizing spam filtering is crucial to improving email productivity and reducing the risk of falling victim to phishing or other fraudulent emails. With the help of machine learning, we can develop smarter and more effective spam filters that can accurately identify and filter out unwanted emails, while ensuring that important messages are delivered to the inbox.



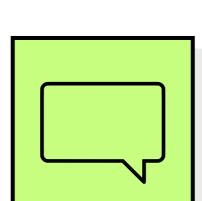
Says

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

"I'm so tired of receiving all this spam!"

"It's frustrating when important emails get lost in my cluttered inbox."

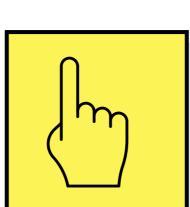
"I wish I could just filter out all the junk and focus on important messages."



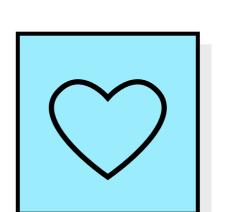
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They may regularly delete or mark spam emails as such.

They may be willing to invest time and effort into setting up and optimizing spam filters to improve their email experience.



They may use filters or rules to automatically sort incoming emails into different folders.



They may feel frustrated or annoyed by the presence of spam emails in their inbox.

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

"There has to be a better way to manage my inbox."

"I worry that

important emails

might get

marked as spam

and I'll miss

them."

"I don't want to waste my time sorting through spam emails."



They may feel
anxious about
missing important
emails if they are
mistakenly
marked as spam.

The user may feel overwhelmed by the sheer volume of emails they receive each day.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

What behavior have we observed? What can we imagine them doing?