PhishED: Automated contextual feedback for reported Phishing
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**Project Overview**
People often receive suspicious emails that claim to be from trusted persons or organisations (e.g., a bank), but are actually from attackers aiming to deceive recipients into giving away valuable information, known as phishing.

In this project, we are developing the PhishED system that will support people by providing automatically generated advice to suspicious emails they report. Using contextual cues the advice is meant to both help make an informed decision and provide education in a teachable moment.

**Template Initial Designs**
MSC Thesis: Design of Auto Responses
Created initial designs for PhishED, using a user-centered approach creating final mock up designs by integrating Microsoft security warning design guidance, designed for use within their own product teams, see Figure 2.

**Proposed Solution**
PhishEd leverages Artificial Intelligence’s ability to extract and reason about contextual features of phishing in support of user decision making. Example of such features are:
- **Contextual keywords** - If a reported email uses terms like “shutdown”, “email”, and “account”, the user may think that such a message was sent through an organization.
- **Uniform Resource Locators (URLs)** - If an email contains the “PayPal” keyword but the URLs do not lead to PayPal’s official website, that information can be provided to the user.
- **Email headers** - E.g. The From address can be checked against DKIM signatures or whitelists of organisation domains.

**Executive Summary, provides the range of contextual features in reported email**

**Traffic Light Colour Scheme** to highlight risk levels or facts

**Future Work**
Iterative Design
Improve on our initial designs using a user centered design process. Focus groups with potential users to inform designs.

**Evaluation**
Lab studies will identify suitability with potential users. Develop an Outlook add-in, and then deploy and monitor the usage of tool in a longitudinal study with partner organisation.