

# Design Document

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| <i>Business Purpose</i>        | Company X has had a 10% increase in Network breaches due to phishing emails that employees have not identified as a phishing attack. Company X would like to minimize the number of malicious links clicked by 50% over the next 6 months to protect the network and client information.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <i>Target Audience</i>         | All current X employees who have access to the X network. New employees will complete this in series with acceptable use policy training during onboarding.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <i>Training Time</i>           | 30 minutes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <i>Training Recommendation</i> | <ul style="list-style-type: none"><li>• 1 eLearning Course</li><li>• Course will cover what phishing is, types of attacks, and provide real examples and tips to avoid falling victim to these attacks.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <i>Deliverables</i>            | <ul style="list-style-type: none"><li>• Design Document</li><li>• Storyboard</li><li>• 1 eLearning Course developed in Articulate Storyline with voice-over narration.</li><li>• Script for voice-over narration</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <i>Learning Objectives</i>     | <ul style="list-style-type: none"><li>• Explore what phishing is and how it is used to access sensitive information.</li><li>• Identify the methods of communication cybercriminals use in phishing attacks.</li><li>• Describe the 4 types of phishing attacks that cybercriminals utilize.</li><li>• Distinguish between legitimate communications and phishing attacks.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <i>Training Outline</i>        | <ul style="list-style-type: none"><li>• Introduction<ul style="list-style-type: none"><li>○ Introduction to the course and the player navigation.</li></ul></li><li>• Objectives</li><li>• Definition of Phishing</li><li>• 4 Types of Phishing Attacks &amp; Real-world examples<ul style="list-style-type: none"><li>○ Social Engineering- 2 slides. First to explain how this attack is made and why it works. Second to give a real example and point out which areas to check to identify the attack.</li><li>○ Link Manipulation- 2 slides. First to explain how this attack is made and why it works. Second to give a real example and point out which areas to check to identify the attack.</li><li>○ Clone Phishing-2 slides. First to explain how this attack is made and why it works. Second to give a real example and point out which areas to check to identify the attack.</li></ul></li></ul> |

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|                        | <ul style="list-style-type: none"><li>○ Spear Phishing-2 slides. First to explain how this attack is made and why it works. Second to give a real example and point out which areas to check to identify the attack.</li><li>• Knowledge Check<ul style="list-style-type: none"><li>○ Scenario based multiple choice question that assesses learner's ability to identify the type of phishing attack</li></ul></li><li>• Tips to identify and avoid phishing attacks<ul style="list-style-type: none"><li>○ Provide methods and checks that can be made that may identify a communication as a phishing attack.</li></ul></li><li>• Final Evaluation</li></ul>                                                                                                                                                                       |
| <i>Evaluation Plan</i> | <ul style="list-style-type: none"><li>• Final Evaluation Quiz<ul style="list-style-type: none"><li>○ Learner will have as many attempts as necessary to retry the quiz. Learner must score 80% to pass course, and course is not considered complete until passing score is achieved.</li><li>○ 5 assessment questions<ul style="list-style-type: none"><li>▪ 3 multiple-choice evaluating understanding of course content</li><li>▪ 2 mock-emails with interactive hotspots to assess employee's ability to identify phishing attacks.</li></ul></li></ul></li><li>• IT department will periodically send "Phishing" attacks with links that will record the user information of anyone who clicks. This strategy will be utilized over the next 3 months, and users whose information is recorded will retake the course.</li></ul> |