

# **Navigating With Sharks: How The Persuasive Usability Framework Help To Create Successful Phishing Emails**

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## **Abstract**

A phishing email is a crime where a scammer sends an email to get sensitive data. Everyday phishing email attacks impact billions of people worldwide. Understanding the factors that lead to phishing email clicks is essential to combat this threat. Another area that targets email clicks is email marketing, a commercial message sent to people by email. This work considers that scammers can be using marketing techniques in phishing emails. However, little or no research was developed to investigate if the factors that impact email marketing clicks can also impact phishing email clicks. In this research, we developed the Persuasive Usability Framework (PUF), designed with the best practices of marketing and phishing. Now, we want to determine which factors included in PUF have a significant effect on phishing email CR. To address the research problem, we will survey 400 participants in a role-play job function in which they review emails and process sensitive information. We expect this research to contribute to understanding the factors that significantly affect phishing email CR, which is relevant for training people to identify phishing emails better.

## **Keywords**

Phishing email, email marketing, email decision-making, email click rate.

## **Acknowledgments**

We thank Dr. Ben D. Sawyer (UCF Department of IEMS) for the collaboration in this research.

## **Biography**

**Erica Castilho-Grao** has more than 20 years of experience in R&D (research and development) in the software industry. Specialized in user experience, usability, and customer satisfaction in SaaS solutions related to eCommerce, CRM, and customer support. Worked in many multinationals in software development projects showing excellent product design, and project and team management abilities. Deep knowledge of the U.S. and Latin American market, and previous contact with London and Paris tech environments. As an entrepreneur, achieved many awards and exceeded goals, bringing value to companies, and was recognized as a professional of exceptional ability in Computers management by the U.S. government in 2020. She is interested in human-computer interaction and emergent solutions like VR, AR, and AI. She is pursuing a Ph.D. in Industrial Engineering focusing on human-computer at the University of Central Florida. She completed a Master of Science in Information Technology and a Bachelor of Science in Information Systems Technology.