

# Case Study

Let's Go Phishing!

Kathleen Simmons

# Case Study

**Project Title:** Let's Go Phishing

**Role:** Instructional Designer

**Context:** Graduate-level project, independently maintained and updated

**Deliverable:** Interactive Multimedia Module

**Tool:** Articulate Rise360

---

## **Challenge/Problem Statement:**

Phishing is the most prevalent form of cybercrime, with billions of spam messages targeting unsuspecting users daily. The threat is human, not technical -- deception requires only a character change in an email address or a manufactured sense of urgency. This module was developed in response to observed patterns of older adults and everyday users being targeted.

## **Analysis & Research:**

- Identified phishing as a human behavioral problem requiring recognition and decision-making practice, not passive reading
- Assessed the need for an accessible, low-anxiety entry point for users with limited cybersecurity awareness
- Evaluated external resources to extend applied practice beyond the module

## **Design Decisions:**

- Narrative-driven introduction builds context and stakes before content delivery
- Humor used intentionally to reduce anxiety and increase engagement
- Content sequenced from definition to identification to reporting, scaffolding learner understanding progressively
- Intentionally absurd decoy answers in knowledge checks maintain engagement without increasing cognitive load

## **Implementation Process:**

- Originally built in Articulate Rise 360 as a graduate-level assignment
- Periodically updated to reflect current phishing patterns and methods
- Google Phishing Quiz added as an applied, real-world external assessment resource

## **Evaluation & Outcomes:**

Graduate-level project, independently maintained. Formal outcome data is not available. The Google Phishing Quiz provides applied real-world practice identifying live phishing examples beyond the module environment.