

TicketBewust.nl: How technology, behavioral insights, and creativity help prevent online fraud

Capgemini works with the Dutch National Police to develop an immersive, insight-led experience that helps visitors understand the danger of digital fraud

Client: Dutch National Police

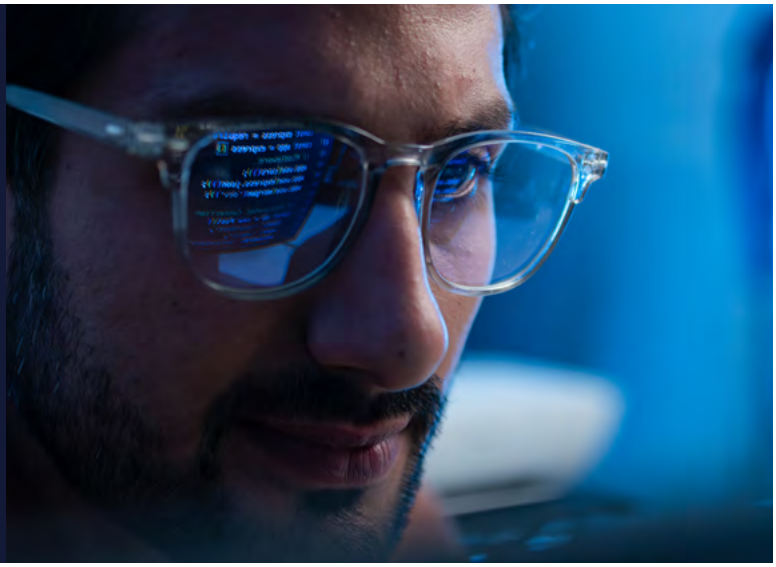
Region: Netherlands

Industry: Public Sector

Client challenge: The Dutch National Police was looking for an effective and safe way to raise consumer awareness about the risks of online ticket fraud.

Solution: Together with the Dutch National Police and its partners, Capgemini developed a realistic fake website where visitors can safely experience how easily they can be deceived.

Online fraud is becoming increasingly sophisticated and harder to recognize. Together with the Dutch National Police, Capgemini developed an innovative website that enables visitors to experience for themselves how easy it is to fall victim to ticket fraud.



Raising awareness in a world of digital temptation

Every year, the Dutch National Police receive around 50,000 reports of online fraud, of which approximately 10% involves ticket fraud. And that is only the tip of the iceberg. Many victims never report the crime because the financial losses are often relatively small. As a result, a significant proportion of fraud remains unrecorded. At the same time, fraudsters are becoming increasingly sophisticated, while new technologies make it easier than ever to create convincing fraudulent websites.

The National Internet Fraud Reporting Center (Landelijk Meldpunt Internet Oplichting, LMIO) processes thousands of reports every year. Investigating offenders is further complicated by the speed with which fraudulent websites disappear and reappear under different names. As a result, prevention remains one of the most effective ways to reduce the number of victims.

Experience has shown that traditional awareness campaigns have only limited impact. Many people believe they would never fall for online fraud. In reality, psychological factors such as scarcity, time pressure, and the fear of missing out play a major role. When consumers feel they have to make a quick decision, they are less likely to notice the warning signs of fraud.

This insight led to two simple questions: How do you make people aware of online risks without simply telling them what to look for? And how do you create an experience that makes a lasting impact?

A realistic experience that enables people to discover fraud for themselves

Instead of launching a traditional awareness campaign, the project team developed an interactive experience that exposes visitors to the psychological mechanisms behind online fraud.

To do so, Capgemini combined expertise from multiple disciplines. A UX designer studied online user behavior and identified the design choices that would create the most realistic experience. Finally, the team also incorporated lessons learned from previous awareness campaigns to further refine the final product. For example, analysis showed that users often skipped videos or clicked away warning messages. As a result, the team chose a more direct and confrontational approach that captures attention at the crucial moment when visitors decide whether to click.

The result is TicketBewust.nl, a website that looks like a legitimate ticket platform for popular concerts, festivals, and sporting events. Visitors encounter attractive offers and seemingly sold-out events for which tickets still appear to be available. Everything looks authentic.

However, those who look closely will notice subtle clues. The address refers to a police station, the phone number connects to a Dutch National Police voicemail, and the terms and conditions even state that the website is intended for educational purposes. However, many visitors fail to notice these clues.

The strength of the concept lies in the experience itself. At the decisive moment when a visitor clicks the purchase button, a message appears saying: “Oops... you (almost) fell for it.” Afterwards, they receive an explanation of the techniques that were used and practical tips on how to better recognize fraud in the future.

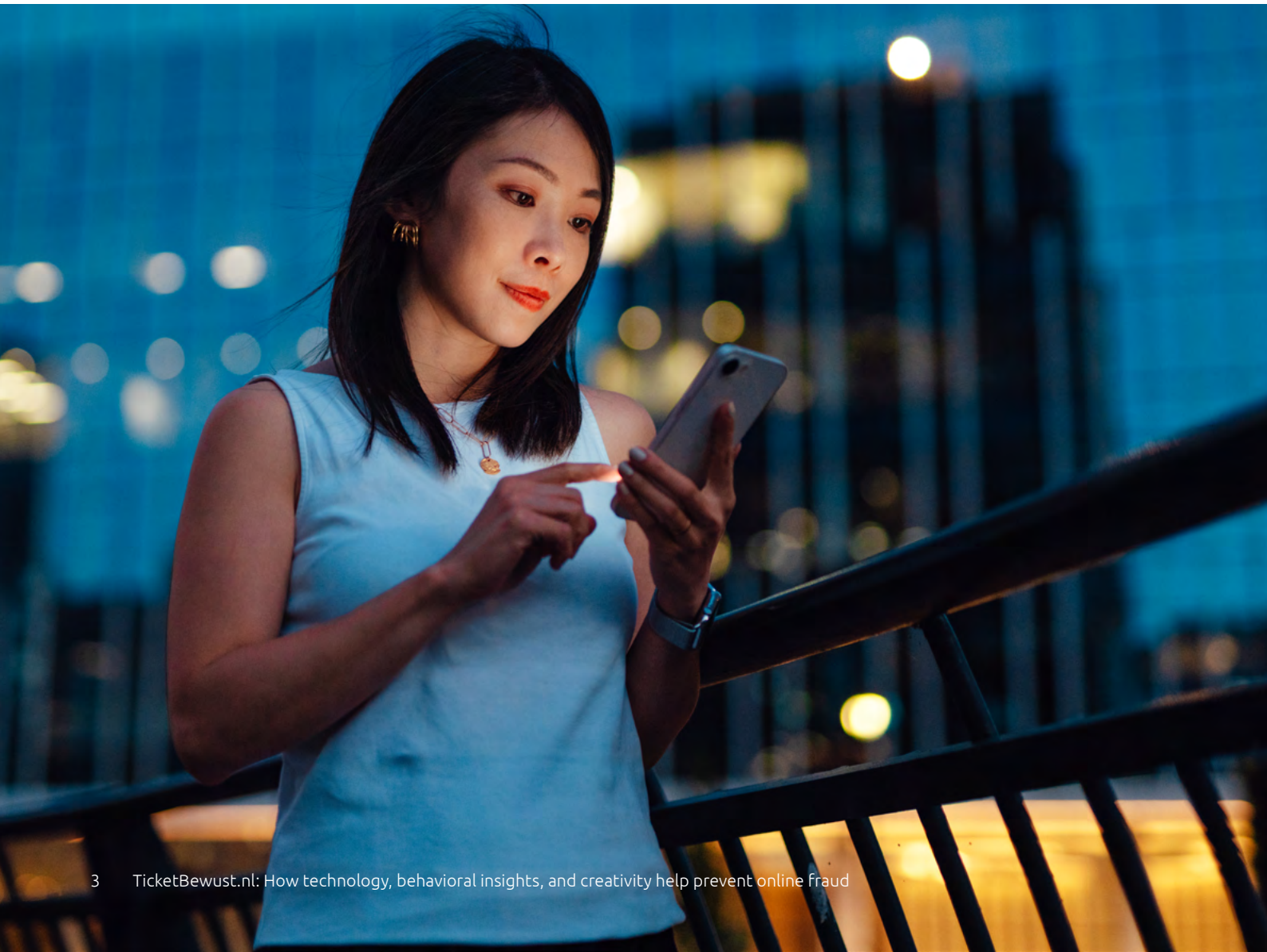
Extensively tested ensured the website remained convincing. Based on user research and feedback, the texts, design, and user journeys were continuously refined. The close collaboration between public and private partners resulted in a safe initiative that strengthens the digital resilience of society while enabling visitors to experience how tempting online fraud can be without becoming actual victims.

Awareness that lasts

This approach has proven to be effective. During its initial launch period, TicketBewust.nl attracted around 10,000 visitors, more than 6,200 of whom clicked the purchase button and were confronted with the warning message. These figures demonstrate not only how convincing the website is, but also how vulnerable consumers can be to psychological manipulation.

For the Dutch National Police, TicketBewust.nl is a valuable addition to its existing prevention activities. The personal experience helps people remember the message far better than simply being informed about online fraud. At the same time, the project demonstrates what is possible when technology, creativity, and behavioral insights come together. While the website itself is technically relatively straightforward, the smart application of knowledge about human behavior, user experience, and digital communication has proved to be the initiative’s greatest strength.

For Capgemini, this project also reflects a broader ambition to use technology to address societal challenges. After all, cybercrime is not only about technology—it is also about human behavior, collaboration between organizations, and strengthening digital resilience.



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