Define CS, fit into CC

CS

1. CUSTOMER SEGMENT(S)

- Internet users who frequent millions of websites

- especially those who utilise websites for e-banking and e-commerce.

CC

6. CUSTOMER CONSTRAINTS

• Phishing attempts frequently result in the loss of a customer's credentials and valuable personal information.

• The websites operate and conduct themselves in a professional manner.

AS

5. AVAILABLE SOLUTIONS

• Manual self-analysis using address features as a basis for confirmation.

• Double checking the link with a phishing database.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

J&P

2. JOBS-TO-BE-DONE / PROBLEMS

Obtaining the URLs of websites from customers, classifying them using various ML algorithms, and informing the consumer of whether or not the website is a phishing website.

RC

9. PROBLEM ROOT CAUSE

- Developments in technology that encourage hacking and phishing.

- Low effectiveness of algorithms.

- Credential access that is unclear.

BE

7. BEHAVIOUR

• Making use of a unique extension that examines the current link

• The user can access the extension that offers results.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

• As alerted with the urge or temptation to commit to a task.

4. EMOTIONS: BEFORE / AFTER

EM

• Before: Fear of Uncertainty, Vulnerability.

• After: Relief of maintaining privacy and confidence in website access.

10. YOUR SOLUTION

SL

Making a website in Python where a user may enter a URL and the system classifies it as a phishing website or not using machine learning algorithms and then provides the user with feedback

8. CHANNELS of BEHAVIOUR

CH

● **ONLINE**

Using the website link to examine the phishing website's behaviour and receiving feedback from the build site