

## Ideation Phase

### Define the Problem Statements

|               |                                  |
|---------------|----------------------------------|
| Date          | 16 October 2022                  |
| Team ID       | PNT2022TMID33766                 |
| Project Name  | Project – Web Phishing Detection |
| Maximum Marks | 2 Marks                          |

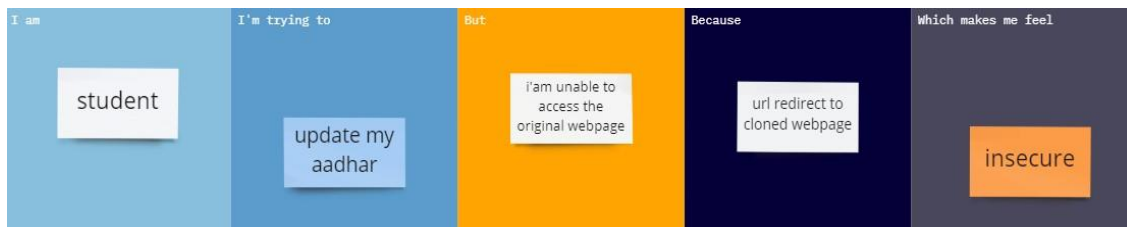
#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Reference: <https://miro.com/templates/customer-problem-statement/>

#### Example: Web Phishing Detection



| Problem Statement (PS) | I am (Customer)     | I'm trying to               | But  | Because                             | Which makes me feel |
|------------------------|---------------------|-----------------------------|--|-------------------------------------|---------------------|
| PS-1                   | A social influencer | Access the original webpage | I am unable to access the original webpage | url redirect to the cloned webpage  | discomfort          |
| PS-2                   | Student             | Update my aadhar            | I am unable to access the original webpage | url redirect to the cloned web page | insecure            |