Project Title: Web Phishing Detection   **Project Design Phase – 1: Solution Fit**   **Team Id: PNT2022TMID35247**

Define CS, fit into CC	**1. CUSTOMER SEGMENT(S)** Ecommerce customers. Online transaction users.	**6. CUSTOMER CONSTRAINTS** Lack of awareness. No age limit.	**5. AVAILABLE SOLUTIONS** Antivirus software. Get free anti-phishing add-ons. Install firewalls.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	**2. JOBS-TO-BE-DONE / PROBLEMS** Warn users when malicious URLS are detected.	**9. PROBLEM ROOT CAUSE** Hackers trying to steal sensitive information for making money.	**7. BEHAVIOUR** Rotate passwords regularly. Don't give out information unnecessarily.	Focus on J&P, tap into BE, understand RC

Identify Strong TR & EM	**3. TRIGGERS**
	Loss of money.
	Data loss.
	
	4. EMOTIONS: BEFORE / AFTER
	Frustrated.
	Annoyed.
		10. YOUR SOLUTION
		Using Machine learning and data mining techniques to detect web phishing attacks.
			8. CHANNELS of BEHAVIOUR
			     8.1 ONLINE
			   Use secure websites from prior knowledge.
			
			     8.2 OFFLINE
			   Take legal actions by filing a police complaint.
				Identify Strong TR & EM