Define CS, fit into CC

1.CUSTOMER SEGMENT(S)   CS

User who can purchase products and make their payments through e-banking.

6. CUSTOMER CONSTRAINTS   CC

Customers ,they are not know which websites are fake and which is or not fake.so the users can't figure out if or not they should trust their providing details in the websites.

5. AVAILABLE SOLUTIONS   AS

There are many phishing detection websites that are made available to detect a phishing websites. the major advantages in our phishing detection websites is That it accurately finds the phishing websites and warns the customers before immediately directly to the phishing website.

Explore AS, differentiate

Focus on J&P, tap into BE,

2. JOBS-TO-BE-DONE/PROBLEMS

The main problem is that the user can provide their personal details to an e-banking website will be vulnerable to the fake websites , .so the data easily can be misused.

9. PROBLEM ROOT CAUSE   RC

The problem is the vulnerability of the customer's details to fake websites .so these websites will use the customers details to access their bank account and lost their money.

7. BEHAVIOUR   BE

The customer use phishing detection websites in order to prevent using fake websites and protect the details from those websites.

Complaint to cyber-crime for malicious websites. Approach the customer care number.

Focus on J&P, tap into BE,

Identity strong TR&E M *(vertical, left column)*

3 . TRIGGERS `TR`

Customers they know several web pages knowing how to product themselves from phishing.so their details will be misused.

4. EMOTIONS: BEFORE / AFTER `EM`

BEFORE:
Customers were feeling insecure about the online payment.

AFTER:
Customer feeling confident for approaching several websites.

10. YOUR SOLUTION `SL`

To design a website to detect malicious websites using flask to approach the problem we will use URL feature extraction at the neural model.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
1.Websites
2.social media platforms

8.2 OFFLINE
1.customer care through phone calls.

Identity strong TR&E M *(vertical, right column)*