

Define CS, fit into RC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div><ul style="list-style-type: none">• Used in Web Browsers• Banking Websites• Military base systems• Handheld Applications• Defense and Air force</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div><div><ul style="list-style-type: none">•Prevent access to third party websites•Two step verification•Cyber Security•Revent entry to unwanted websites</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div><ul style="list-style-type: none">•Both desktop and network firewalls•Antivirus software•A spam filter•Phishing filters from vendors such as Microsoft</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div><ul style="list-style-type: none">• Prevent personal data getting stolen• Prevent unwanted malwares• Prevent online money theft• Protect data from hackers•Prevent spams messages• Ensure user safety</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</div><div><ul style="list-style-type: none">• We Humans could not able to predict when attack can occur.• Not only in websites, even in banking sectors and defense systems can't able to predict the attack.• To solve all these problems this technique / solution has developed.</div></div>	<div><div>7. BEHAVIOUR</div><div>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div><div><ul style="list-style-type: none">•Developing the efficient application which can able to prevent from any unauthorized means of activity.• Any individual can gain knowledge about the issue and this system/model can teach how to get cautious when an attack can occur.</div></div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div><ul style="list-style-type: none">•Better Accuracy than other Models• Feasible UI and UX</div></div>	<div><div>10. YOUR SOLUTION</div><div>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div><div><ul style="list-style-type: none">•Training and Testing the models with multiple datasets to overcome the accuracy level from existing algorithms.•Build the model using python flask and host in web application using IBM cloud.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 In online we can surf any website by adding the extension of anti phishing so that we can be precautions..</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. This is an online platform but in offline we can create</div></div>	Extract online & offline CH of BE
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</div><div><ul style="list-style-type: none">• Before the job is done: Threatened, scared, anxious, stressed, lost.• After the job is done: satisfied, relieved, relaxed, happy</div></div>			