

Define cs,fit into cc	1.Customer segment(s) User's who are all want to accessing the sites safely. The internet user. CS	6.Customer constraints Anxiety, Mysteries, Lack of awareness, Cloned sites. CC	5.Available Solution Create incident response plans. Share threat intelligence. Use automation. Antivirus. AS
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Focus on j&p,tap into BE,unders tand RC	2.Job to be done/problem Checking whether the site is legal or not. And also want to check the accuracy of the site. J&P	9.Problem root cause Not having secure internet access. Lack of employee training in web phishing. Several online offers. RC	7.Behaviour Have to use secure sites to avoid problem. Have to use secure software. Raise complaint to cyber-crime. Community helpline. BE
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Identify strong TR & EM	3.Triggers Exiting ads. Unwanted ads. Social media. TR <hr/> 4.Emotions:Before/After Before: Suspicious, Insecure, Unknown After: Trustworthy, Secure Known EM	10.Your Solution Be aware of illegal sites. Do not click pop up windows. Do not accept cookies. Use Flask to detect malicious site. SL	8.Channels of behaviour Online: Websites, Analysis the page, Social media platform. Offline: Threatening. Active attack. Customer care through phone calls. CH
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