Project Title: Web phishing detection Project Design Phase-I - Solution Fit Team ID: PNT2022TMID24961

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| **Define cs,fit into cc** | **1.Customer segment(s)**  User’s who are all want to accessing the sites safely.  The internet user. | **6.Customer constraints**  Anxiety, Mysteries,  Lack of awareness, Cloned sites. | **5.Available Solution**  Create incident response plans.  Share threat intelligence.  Use automation. Antivirus.  **AS** |
|  | **CS** | **CC** |

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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. | **9.Problem root cause**  Not having secure internet access.  Lack of employee training in web phising.  Several online offers. | **7.Behaviour**  Have to use secure sites to avoid problem.  Have to use secure software.  Raise complaint to cyber-crime.  Community helpline. |
|  | **J&P** | **RC** | **BE** |

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| Identify strong TR & EM | **3.Triggers** Exiting ads. Unwanted ads. Social media.  **TR** | **10.Your Solution**  Be aware of illegal sites.  Do not click pop up windows.  Do not accept cookies.  Use Flask to detect malicious site. | **8.Channels of behaviour** Online:  Websites,  Analysis the page,  Social media platform. |
|  | **4.Emotions:Before/After**  Before:  Suspicious, Insecure, Unknown |  | Offline:  Threatening. Active attack.  Customer care through phone calls. |
|  | After:  Trustworthy, Secure Known |  |  |
|  | **EM** | **SL** | **CH** |