

## Project Design Phase-I Problem – Solution Fit Template

Date	4 November 2022
Team ID	PNT2022TMID27633
Project Name	Web Phishing Detection
Maximum Marks	2 Marks

### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for your target group.

### Template:

Problem-Solution fit canvas 2.0		Project Design Phase-I-solution Fit Team ID : PNT2022TMID27633	
Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #fce4ec; padding: 2px 5px;">CS</span> <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>  Internet users who utilizes the website for the purpose of e-commerce, e-shopping and internet banking.	Explore AS, differentiate	<b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #fce4ec; padding: 2px 5px;">CC</span> <small>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.</small> phishing frequently results in the loss of user's personal information.
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; background-color: #fce4ec; padding: 2px 5px;">J&amp;P</span> <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>  The phishing websites must be detected before a user uses those websites  Otherwise the user may happen to lose all their personal information like credit card details etc..	Focus on BE, tap into BE, understand RC	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #fce4ec; padding: 2px 5px;">AS</span> <small>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small>  Provide awareness Web Phishing sites Proper safety while providing personal information.
Identify strong TR & EM	<b>3. TRIGGERS</b> <span style="float: right; background-color: #fce4ec; padding: 2px 5px;">TR</span> <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>  A warning can be popped before opening the website  <b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right; background-color: #fce4ec; padding: 2px 5px;">EM</span> <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</small>  When an user's information is lost, they get panicked and insecure. And they never want to reuse any website.	Extract online & offline CH of BE	<b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #fce4ec; padding: 2px 5px;">RC</span> <small>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.</small>  Due to lack of awareness and carelessness of the user. Due to greedy scammers  <b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #fce4ec; padding: 2px 5px;">SL</span> <small>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.</small>  The user can check the legitimacy of these kind of websites. To increase the awareness among the people. Pasting the url in phishing detection sites.
	<b>8. CHANNELS OF BEHAVIOUR</b> <span style="float: right; background-color: #fce4ec; padding: 2px 5px;">CH</span> <b>8.1 ONLINE</b> <small>What kind of actions do customers take online? Extract online channels from #7</small>  The user's may lend to lose their personal data.  <b>8.2 OFFLINE</b> <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> Aware the user to detect the phishing sites through books		

### References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>