

Define CS, fit into CC	1.CUSTOMER SEGMENT(S) CS 1.Customers who are not able to predict the security concern for the online payment gateway. 2.Industry/organization who are not able to protect the data, credentials and other information from the malicious websites.	6. CUSTOMER CONSTRAINTS CC Anxiety: Customers began to get anxious when they still don't have idea about how they got solution. Mysteries: They call it mysteries when they get to know about phishing solution which is unexpected how they founded.	5. AVAILABLE SOLUTIONS AS 1.By Using antivirus for security 2.By reading all the policies of the websites	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P 1.This statement is the series of the challenges that we faced to detect phishing attacks with constraints on accuracy and performance. 2.In this article, we will discuss about the how malicious web pages can be in the real time scenario.	9. PROBLEM ROOT CAUSE RC 1.Lack of knowledge 2.Several online offers 3.Less attentive to reading policies	7. BEHAVIOUR BE 1.Complaint to the cyber-crime for malicious website. 2.Approach the customer care number.	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR Customers can approach to several web pages knowing how to protect themselves from phishing.	10. YOUR SOLUTION SL To design a website to detect malicious websites using Flask To approach the <u>problem</u> we will use the URL feature extraction and classifier neural model	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE 1.websites 2.Social media platforms 8.2 OFFLINE 1.Customer care throw phone calls	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Before: Customers were feeling insecure about the online payment gateway. After: Customers feeling confident for approaching several websites.			