

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none">● Customers who do transaction such as banking, shopping, etc.● Customers who use social media websites● Organizations that need to protect the data credentials	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none">● They feel it provides low detection accuracy● They are anxious about high chance of false alarm● They feel fails to detect unlisted phishing sites	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none">● Using anti phishing protection and anti spam software● Using heuristic rule based detection techniques● Using URL based lexical features and host based features to detect	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none">● Detect URL based lexical features and host based features● URLs can be listed as whitelist and blacklist● Train our model to recognize fake vs real URLs	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none">● Attackers find a way that can avoid current anti phishing techniques● Customers unaware about the phishing attacks and its impacts● When blacklisted URLs are encountered with minor changes it fails to detect	7. BEHAVIOUR BE <ul style="list-style-type: none">● Customers should use anti-phishing protection and anti-spam software● Keep up to date with modern cyber-attacks methods● If there is no padlock icon next to the URL do not enter any information	Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

- Hearing cyber-attack crimes in news
- Being redirected to unwanted links often

4. EMOTIONS: BEFORE / AFTER

EM

Before: They lose their login credentials and feel insecure.

After: They feel confident when they receive alerts about phishing websites.

10. YOUR SOLUTION

SL

- In ML, Decision tree classifier used to detect URL
- Database of URL maintained as whitelist or blacklist
- Use data mining algorithm to detect

8. CHANNELS of BEHAVIOUR

CH

8.1 Online

Install anti phishing software

8.2 Offline

Install firewall