

Define CS, fit into CC	<p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <p>An internet user who is willing to shop products online.</p> <p>An enterprise user surfing through the internet for some information.</p>	<p><b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span></p> <p>Customers have very little awareness on phishing websites.</p> <p>They don't know what to do after losing data.</p>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <p>Which solutions are available</p> <p>The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.</p> <p>But the blocking of phishing sites are not more affective as the attackers use a different/new site to steal potential data thus a AI/ML model can be used to prevent customers from these kinds of sites from stealing data</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span></p> <p>The phishing websites must be detected in a earlier stage .</p> <p>The user can be blocked from entering such sites for the prevention of such issues.</p>	<p><b>9. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <p>The hackers use new ways to cheat the naïve users.</p> <p>Very limited research is performed on this part of the internet.</p>	<p><b>7. BEHAVIOUR</b> <span>BE</span></p> <p>The option to check the legitimacy of the Websites is provided.</p> <p>Users get an idea what to do and more importantly what not to do.</p>	Focus on J&P, tap into BE, understand RC

Identify strong T&E	<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>A trigger message can be popped warning the user about the site.</p> <p>Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing site detected” message.</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>An option for the users to check the legitimacy of the websites is provided.</p> <p>This increases the awareness among users and prevents misuse of data, data theft etc.,</p>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p><b>8.1 ONLINE</b> Customers tend to lose their data to phishing sites.</p> <p><b>8.2 OFFLINE</b> Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,</p>	Identify strong T&E
	<p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>The customers feel lost and insecure to use the internet after facing such issues.</p> <p>Unwanted panicking of the customers is felt after encounter loss of potential data to such sites.</p>			