Project design phase -1

Solution fit template

DATE	23-10-2022
TEAM ID	PNT2022TMID51508
PROJECT NAME	WEB PHISHING DETECTION
MAXIMUM MARKS	2 MARKS

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

- 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

- 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

- 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

- 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

- 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

- 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