**Project Title: Web Phishing Detection Project Design Phase-I** - **Solution Fit Team ID:** PNT2022TMID21723

The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website. 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

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

Customers have very little awareness on phishing websites.

They don’t know what to do after losing data.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

1. **CUSTOMER SEGMENT(S)**

An enterprise user surfing through the internet for some information.

An enterprise user surfing through the internet for some information.

**Explore AS, differentiate**

**Define CS, fit into CC**

**BE**

**7. BEHAVIOUR**

The option to check the legitimacy of the Websites is provided. Users get an idea what to do and more importantly what not to do.

**RC**

**9. PROBLEM ROOT CAUSE**

Very limited research is performed on this part of the internet .

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

The phishing websites must be detected in a earlier stage . The user can be blocked from entering such sites for the prevention of such issues.

**Focus on J&P, tap into BE, understand RC**

**Focus on J&P, tap into BE, understand RC**

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| --- | --- | --- | --- | --- |
| **Identify strong TR & EM**  **Identify strong TR & EM** | **3. TRIGGERS TR**  A trigger message can be popped warning the user about the site. Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing site detected” message. | **10. YOUR SOLUTION SL**  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.  An option for the users to check the legitimacy of the websites is provided. This increases the awareness among users and prevents misuse of data, data theft etc.,. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   Customers tend to lose their data to phishing sites   * 1. **OFFLINE**   ustomers tend to lose their data to phishing sites. | **Identify ng TR & EM** |
| **4. EMOTIONS: BEFORE / AFTER EM**  How do customers feel when they face a problem or a job and afterwards?  The customers feel lost and insecure to use the internet after facing such issues  Unwanted panicking of the customers is felt after encounter loss of potential data to such sites |