

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Employees at all level of firms regardless of hierarchy.</div> <div>An individual user who often makes online payment.</div>	<div>6. CUSTOMER CONSTRAINTS<div>C</div></div> <div>Users are generally unaware of web phishing and its consequences.</div> <div>They are not very knowledgeable on how to prevent web phishing.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>The available solution will detect the phishing websites ,block the websites and notify the users about the danger of websites.</div>	Explore AS, differential
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>The websites must be detected for phishing continuously.</div> <div>It must be detected in earlier stage and should be blocked or rectified.</div> <div>Company may loss reputations, ,may encounter revenue loss due to loss of consumer’s personal data.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>People are less aware of phishing scams.</div> <div>Lack of employee training focusing on web phishing issue.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>The users can check the legitimacy of the website.</div> <div>They are aware about what to do and what not to do to secure their data.</div>	

	<div>3. TRIGGERS<div>TR</div></div> <div>Trigger message popped like ”phishing site detected” to warn the user about the website.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>We provide an option for users to check the legitimacy of their websites.</div> <div>Increase awareness among people regarding misuse and data theft.</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE Trigger message will be shown and website will be detected as phishing website.</div> <div>8.2 OFFLINE Not available for offline usage.</div>	
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>Feeling insecure about their personal details and confidential credentials.</div> <div>Feeling secured.</div>			

--	--	--	--