DefineCS, fit into CC

ExploreAS, differentiate

1. CUSTOMERSEGMENT(S) `CS`

Peoplewho puíchasepíoducts online and make paymentsthíoughe-banking.

6.CUSTOMERCONSTRAIN `CC`

Customeíwillfacetodetectphishingattacks at scale with constíaints onaccuíacy andpeífoímance.

Customeímustneedapíopeíinteínet connection.

5.AVAILABLESOLUTION `AS`

Useísuseanti-phishing protectionand anti-spam software to protectthemself when maliciousmessagesslipthroughto their

FocusonJ&P, tapinto BE,understand RC

FocusonJ&P, tapinto BE,understand RC

2.JOBS-TO-BE-DONE/PROBLEMS `J&P`

WebPhishingDetection:

We aíesolvingthepíoblemof phishing by automaticallydetecting the websites thatsteals the cíedentials of the useítostopitatthestaítingstagebydete cting the websites usingMachineLeaíning

9.PROBLEMROOTCAUSE `RC`

Oncetheygetintoyouípíofile,theycansteal youí peísonal data, which theycanuse foífutuíe scamsas well.

7.BEHAVIOUR `BE`

Pop up message is shown to thecustomeíwhichdisplaysthewebsiteisaphish ing website and instíucts thecustomeíto íepoítand leavethesite.

3. TRIGGERS `TR`

After knowing people losing their credentials through online browsing triggers the customer for solution

.

4. EMOTIONS: BEFORE/AFTER `EM`

Before: Customer who access websites tends to loss their identity and their personal information

After: Now with the help of our product the customer can easily enhance the problem.

10. YOUR SOLUTION `SL`

We are collecting available data and analyze with the help of machine learning and help the customer to warn them about the phishing website which in turn help them to be secured.

8. CHANNELS of BEHAVIOUR `CH`

Online:
  Popup message will be shown and the website will be detected as phishing website.

Offline:
  Product is not available for offline usage.