

Define cs,fit into cc	1.Customer segment(s) User who can purchase products and make their payments through e-banking. The internet user. CS	6.Customer constraints Switch to third party links, and websites User wants unwanted extension Lack of awareness, Cloned sites. CC	5.Available Solution There are many phishing detection websites that are made available to detect a phishing website. the major advantages in our phishing detection websites is That it accurately finds the phishing websites and warns the customers before immediately directly to the phishing website. AS
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Focus on j&p,tap into BE,unders tand RC	2.JOB to be done/problem Always use https protected website and do not click unwanted links. J&P	9.Problem root cause Use unsecured websites. Unaware about allow button. RC	7.Behaviour Always enable anti-phishing extensions in browsers. Use firewalls to control and detect the phishing BE
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Identify strong TR & EM	3.Triggers Third party website. Social media ads link. TR <hr/> 4.Emotions:Before/After Before: Suspicious, Insecure, Unknown, After: Trustworthy, Secure Known EM	10.Your Solution Use firewalls for detect and also protect the information. Use anti-phishing extensions. Do not redirect third party sites. SL	8.Channels of behavior Online: Third party site, Social media, Ads links. Offline: Through malicious virus, Phone calls as customer care CH
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