

## Project Design Phase-I

### Problem – Solution Fit Template

Date	01 October 2022
Team ID	PNT2022TMID08066
Project Name	Project - Web Phishing Detection
Maximum Marks	2 Marks

#### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

#### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

#### Template:

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>Business Organization</li> <li>Online Banking Sector</li> <li>Those who use Websites and URL 's for surfing through internet</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <p>Provides full access to scan the transaction process of the user and no breakdown of server connections</p>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <p>This is applied to three different machine learning classifier - support vector machine, logistic regression and Naive Bayes. After training and testing the algorithms, it is observed that Naive Bayes classifier recorded the highest accuracy</p>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <p>To identify the phishing sites and to protect users Credentials from hackers</p>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <p>Having the data without any protection using anti phishing technologies, So that attacker creates fake website and steal the data.</p>	<b>7. BEHAVIOUR</b> <span>BE</span> <p>Customer finds the web phishing detection websites or applications and also the customer should provide all the transaction details of whole process .</p>	
	<b>3. TRIGGERS</b> <span>TR</span> <p>Customer will get triggered because of data get stolen, theft of money and loss of privacy.</p>	<b>10. YOUR SOLUTION</b> <span>SL</span> <p>The links that gets checked for identifying phishing ,and we will be using various algorithm for making accurate prediction. Especially we are using Ada Boost Algorithm to make high accuracy prediction.</p>	<b>8.CHANNELS of BEHAVIOR</b> <span>CH</span> <p><b>8.1 ONLINE</b></p> <p>Pass the URL as input and identify whether it is a phishing site or not.</p> <p><b>8.2 OFFLINE</b></p> <p>Using the phishing detection application to predict the phishing sites in offline mode(offload the app).</p>	Identify strong & weak
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <p><b>BEFORE</b> : Believing that the data is protected and secured in the Organization.</p> <p><b>AFTER</b> : Feeling depressed as the data and money have been stolen.</p>			