

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

- The customer which uses the website or any third-party platform.
- User which can uses a banking website or any personal information application and email-users.
- Customer which gets stuck and trap in a spam or malicious website.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- By installing some firewalls and anti-virus websites to prevent this type of problems.
- Adding the extensions to the browsers such as web phishing detection tool to detect malicious website.
- Don't trust online gaming websites which is also trap for users.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

- By using such detection tool to aware such type of detection without visiting or bring personal information to the attacker.
- Avoid trusting rumours about the phishing sites which is one of the strategy to stuck in the trap.
- Keep safe in the internet world.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

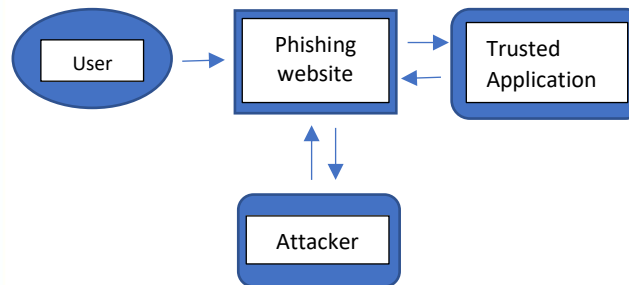
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- The usage of such web site which can trap the existing users by send spam messages or getting warning for the spoilage of money.
- By using such website, insecure one can getting users sensitive information for the purpose of getting money or spam of malicious website.
- Getting information or advertisement from unknown senders.

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?



Flow of back story behind in the internet

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- Don't click spam links or messages to prevent your data.
- Frequently change your passwords and provide strong passwords.
- Do no link your account details for third-party apps & websites without knowing the trust.
- Maintain your's credit & debit card details like PIN numbers CVV.
- Don't visit unwanted sites such as offer and earning sites.

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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing

Install trusted and safe application without getting backward of malicious spam or virus attack.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?

User do what are said by the attackers like losing the money or getting stuck with personal information.

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.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- We provide tool to detect such type of thread by adding extension or application which is created by using HTML, python and web framework named as a Flask.
- This website is more user-friendly, free-environment to explore what is what. By using such type of phishing detection tool to detect the phishing site and keep safe and secure from internet world.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

Don't click suspicious website to avoid traps of attackers through email or messages, which prevents such type of actions

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Avoid click offline messages such as online games and money earning websites to take safe & secure

Extract online & offline CH of BE