RC

SL

Explore

AS,

differentiate

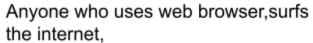
AS

Team ID: PNT2022TMID52526

Project Title: Web Phishing Detection

1. CUSTOMER SEGMENT(S)

Who is your customer? i.e. working parents of 0-5 y.o. kids



CS

J&P

TR

- 1.Organization
- Individuals.

6. CUSTOMER CONSTRAINTS

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

No adequate knowledge, constrain at implementing of resources and a need of internet access

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the

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

- 1.blacklist
- 2.Anti-spam software
- Firewalls.

2. JOBS-TO-BE-DONE / PROBLEMS

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

- 1.Breach of privacy
- 2.loss of data, reputation.
- 3.Identity theft.
- 4. Victim to malware, ransomeware.

9. PROBLEM ROOT CAUSE

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

i.e. customers have to do it because of the change in

It is very difficult for an average person to determine if an email message link or website is legitimate or not.

7. BEHAVIOUR

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 give your information to an unsecured site.
- Rotate passwords regularly.
- Don't ignore those updates.
- Install firewalls 4
- 5. Don't be tempted by those pop-ups.

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news

1.Benefits of phishing detection.

2. Safety & Security.

10. YOUR SOLUTION

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.

Classification. Machine learning algorithm to detect the phishing websites.

8. CHANNELS of BEHAVIOUR



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

all features and measures available online.

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

Consulting Cyber-security



