

Ideation Phase

Define the Problem Statements

Date	21 October 2022
Team ID	PNT2022TMID52526
Project Name	Project: Web Phishing Detection
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problems or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	Online shopper	Buy Products	Got into Scams.	I Thought the site is genuine	Frustrated,anger ,anxious.
PS-2	Web browser	Browse the internet	I got Phished	The information provided and the web page looked legitimate.	Worried about my personal data & information being either stolen or misused.
PS-3	Work User	Collect information	I've got malicious	What showed as a	Dissappointed,because I am collecting

		for my work.	malware	download button actually wasn't a legit download.	information for my work.
PS-4	Cashier	Access my bank's portal and entering my inputs	Suddenly a big amount was debited from my account	The link is fake, the hacker stole my money	Insecure, untrustworthy.