Ideation Phase
Define the Problem Statements

Date	10 September 2022
Team ID	PNT2022TMID42214
Project Name	Project – Web phishing detection
Maximum Marks	2 Marks

Customer Problem Statement Template:

Problem statemment is an essential one which gives us the outline for the prolems which are associated in the project which we are undergoing.
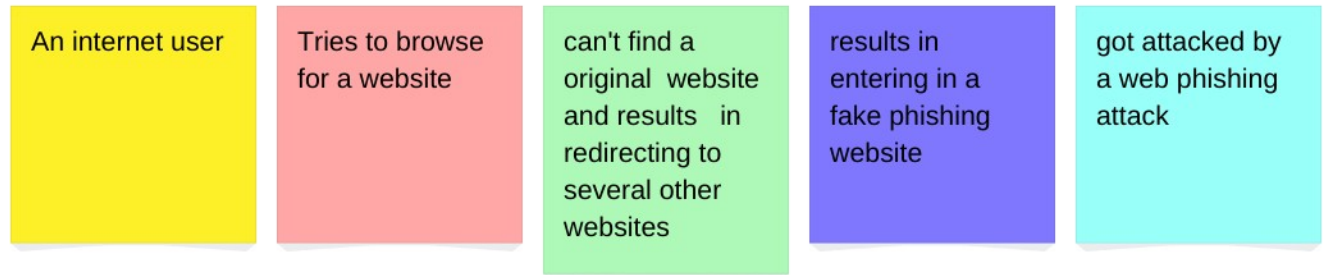
It will help the developer to understand more about the pronblems which the users will face and we are going to provide the best posible solution for the end users.

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.

Problem statement

I am	Describe customer with 3-4 key characteristics	• Average internet users • organization which browses through various website in every day • A person who wants riskfree environment in the internet
Trying to	List their outome or "job" the care about –what are they trying to achieve	• Roam around the internet without any fear • no damages or cyber crimes associated with web phishing • reduce the cyber identity theft • avoid the ransomeware attack
But	Describe what problems barriers stand in the way , what bothers the most	• Reduced awareness towerd the web phishing attacks • people don't know whether they are attacked by some ransomeware group • use of social engineering is making the the victim more prone to the phishing attack
Because	Enter the "root cause" of why the problems or barrier exists – what needs to be solved ?	• Predicting the victim's mood by with the help of social enginering • exploiting the victim by the closesr persons • Spear phishing is hard to detect
Which makes me feel	Describe the emotions from the custumer's point of view	• Risk free environment in the internet • no fear in the cyber attacks like web phishing • even a non technical person can also roam around the internet without any fear

Example:

An internet user	Tries to browse for a website	can't find a original website and results in redirecting to several other websites	results in entering in a fake phishing website	got attacked by a web phishing attack

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	An average internet user	Browse for a website in the internet	Can't find the correct website	There are several fake websites among them	Feels like taking a risk in visiting on a website
PS-2	An organizational user	Uses browser for the organization everyday	He can't tell every mail he receives ia from a legimidate source	Risk of being attacked by a phishing attack and results in some ransomeware	Fear of became a victim for a phishing attack and results in ransomeware