

## Project Title: WEB PHISHING DETECTION

## Project Design Phase-I - Solution Fit Template

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

*The customer of Bank's are the customers of the phishing methods.*

*Those who are using the bank's website to the transaction of money from one place to another are the customers.*

## 6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions?

*By making the customers to avoid using the unwanted websites to transaction and and verifying the websites for once again will prevent the customers.*

*Making limits of using or clicking the unwanted phishing site's.*

## 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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

*The Available solutions for this phishing websites is don't want click any anonymous link.  
Don't want to install any unofficial software.*

Explore AS, differentiate

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

## 2. JOBS-TO-BE-DONE / PROBLEMS

J&amp;P

Which jobs-to-be-done (or problems) do you address for your customers?

*The customers don't want to click the unwanted links.*

*The people who are using the bank site's to transfer the money to transfer from one place to another have to verify the website which they are using.*

## 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?

*The real reason is that phishers can get the details of an customers while using bank site's. This causes the major problem to the people.*

*The customer have to verify the site's before entering for transaction.*

## 7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

*By using this software applications, these phishing websites can be found easily.*

*After verifying those site's the customer can use these kind of websites.*

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

Identify strong TR &amp; EM

## 3. TRIGGERS

TR

What triggers customers to act? i

*coupons and gift voucher are the major thing which triggers the customers to get into the phishing site's.*

## 4. EMOTIONS: BEFORE / AFTER

EM

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

*BEFORE : Coupons and gift voucher are make the customer happy.*

*AFTER: A client can feel vulnerable.*

## 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.

*If we are in that place, we will check the twice. This is the solution for the phishing websites.*

## 8. CHANNELS of BEHAVIOUR

CH

## 8.1 ONLINE

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

## 8.2 OFFLINE

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

*8.1 : In online mode, the customer can report to the bank.*

*8.2 : Customer can visit the bank and they can give the complain about the transaction of money.*

Identify strong TR &amp; EM