

Project Design Phase-I
Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID27489
Project Name	Project - Web Phishing Detection
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why


Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Problem-Solution fit canvas 2.0

Purpose / Vision To detect phishing sites.

Define CS, fit into CC		Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC		Extract online & offline CH of BE	
1. CUSTOMER SEGMENT(S) Who is your customer? I.e. working parents of 0-5 y.o. kids Everyone who uses Internet will be our target. This can include: <ul style="list-style-type: none">IndividualFamilyCompanyGovernment The customers can be of any age group and can belong to any nationality. This application will be used by anyone who surfs online.	CS	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. <ul style="list-style-type: none">An efficient and intelligent system is designed to detect phishing sites by applying a machine learning algorithm which implements classification algorithms and techniques to extract the phishing datasets criteria to classify their legitimacy.This system will intelligently provide all necessary details to the user to convince them if a site is genuine or not.	J&P		BE	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) <ul style="list-style-type: none">Know what a phishing scam looks likeDon't click on every linkGet free anti-phishing add-onsDon't give your information to an unsecured siteRotate passwords regularlyDon't ignore updatesInstall firewallsDon't be tempted by pop-upsDon't give out important information unless you mustHave a Data Security Platform to spot signs of an attack	CH
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 devices. Novel phishing approaches suffer low detection accuracy. The most common technique used is the blacklist-based method. It has become inefficient since registering a new domain has become easier. No comprehensive blacklist can ensure a perfect up-to-date database.	CC	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? I.e. customers have to do it because of the change in regulations. Scammers try to gain access to victims' sensitive information by masquerading as a reputable organization or person. The phisher obtains basic information of the targeted users by creating a real website that looks like the genuine website, or by hacking a real website. This site can be a social media site or a lottery site or any promotional site. Thus, a phisher relies on building trust, so that the victim believes that she/he is in contact with a reputable entity. A phisher might use tricks, persuasion, visceral influence, and/or any other technique to gain a user's trust.	RC		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. Our solution is to build an efficient and intelligent system to detect phishing sites by applying a machine learning algorithm which implements classification algorithms and techniques to extract the phishing datasets criteria to classify their legitimacy.	SL	8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Offline attacks are also possible. An attacker can eavesdrop or watch keystrokes pressed by the customer to get sensitive credentials to start the attack.
3. TRIGGERS What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. The ever-evolving social engineering attacks, the difficulty to track down cybercriminals because of the anonymity nature of the internet and the suspicious characteristics of URLs.	TR	4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? I.e. lost, insecure > confident, in control - use it in your communication strategy & design. BEFORE: doubtful and anxious about their privacy AFTER: sense of safety whenever he/she attempts to provide sensitive information to a site	EM				



References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>