Problem-Solution fit canvas 2.0

Phishing detection

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

The people who are all connected to the social platfrom

6. CUSTOMER CONSTRAINTS `CC`

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.

Anti-spyware and firewall settings should be used to prevent phishing attacks and users should update the programs regularly. Firewall protection prevents access to malicious files by blocking the attacks. Antivirus software scans every file which comes through the Internet to your computer. It helps to prevent damage to your system.

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

Using Anti-Phishing Tools There are many anti-phishing techniques which enterprises can employ.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

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

Want to know what a phishing scam looks like

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

On any email client: You can examine hypertext links, which is one of the best ways to recognize a phishing attack. When checking for hyperlinks: The destination URL will show in a hover pop-up window near the hyperlink. Ensure that the destination URL link equals what is in the email.

7. BEHAVIOUR `BE`

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)

Protect your people from email and cloud threats with an intelligent and holistic approach. Change User Behavior. Help your employees identify, resist and report attacks before the damage is done. Combat Data Loss and Insider Risk. Prevent data loss via negligent, compromised and malicious insiders by correlating content, behavior and threats.

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

Identify strong TR & EM

3. TRIGGERS `TR`

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

Fear of loosing personal data and document

4. EMOTIONS: BEFORE / AFTER `EM`

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 there is fear and after there is elation

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.

Defender's anti-phishing solution uses machine learning modules to check inbound messages for key indicators that they may be a phishing attempt. These include the header, sender's address and message content. When a threat is detected, the attack is blocked. Defender also has the capability to detect and block malicious links and attachments.

8. CHANNELS of BEHAVIOUR `CH`

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

URL phishing detection in online

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

Anti-Phishing software for offline

Extract online & offline CH of BE

AMALTAMA