

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Customers give their personal information and spend their money on the websites without knowing they are official or phishing websites.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Customers should only use certified websites. They make sure the website is an official website before spending their money.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div><div><div>• Don't give your information to an unsecured site</div><div>• Don't be tempted by those pop-ups</div></div></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>The objective of this application is to secure online users from phishing websites. And also, this application can ensure whether the user is safe on that particular website and give an suggestion to the user.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>To identify fake websites on the internet and to identify fake websites on the internet and help to secure their user data and their money.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>By starting to use this phishing website detection application, it gives a suggestion on whether this website is official or fake. The detection of phishing websites helps other online users protect themselves from these kinds of phishing websites.</div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>With this understanding, customers can protect their data and money from fake websites..</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>The detection of fake websites uses Python, and we also use Javascript and HTML for the user's attention. This application really helps the user to protect their data.</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div><div>8.1 ONLINE</div><div>In this online application, you can easily find out whether this application is fake or not.</div><div>8.2 OFFLINE</div><div>Make sure they are aware of phishing websites.</div></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>They feel secure and protect their information from fake websites.</div>			