1. CUSTOMER SEGMENT(S) — CS

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

The customer base is everyone who uses the internet on a regular basis to submit any information or data on any website.

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.

1. No knowledge of concept of data phishing

2. Trusting everything that is on the internet.

3. Not knowing how many browser extensions and permissions work

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

1. Copy-pasting the website link to another website to check if the former phishes the data of the user.

2. Websites that are available online to verify the authenticity of the website

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.

1. Educate the users about the dangers of websites stealing their data.

2. Assist users and help them identify if the website that they're currently using is phishing their data.

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.

1. Get the personal data of the users such as their address, phone number or in some cases, credit card numbers, CVV, passwords and so on.
2. The data stolen could be sold to other buyers who might use it for malicious activities.
3. If a password is stolen, the user's whole identity could potentially be stolen.

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)

Since phishing is a high-level concept and not many people know about the potential dangers of websites stealing their data, the majority of the customer base doesn't think about the authenticity of the website and so on.

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.

Awareness has to be spread to all people about the dangers of websites stealing their data as the concept of phishing is not very popular concept.

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: Ambiguity and not questioning the authenticity of the website.
After: Users need to be reassured that the website is legitimate.

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.

The proposed solution is to have a browser extension that would allow users to use the internet as usual with the extension running the background check on the website, letting the user know about the authenticity of the website.

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.

1. Online – Promote the browser extension by leaving a review and educating themselves about web phishing
2. Offline - Educate more people about the potential dangers of websites stealing the user's data. They could also ask their acquaintances to use the browser extension.