

PROJECT DESIGN PHASE 1

PROBLEM SOLUTION FIT

DATE	01 OCTOBER 2022
TEAM ID	PNT2022TMID39819
PROJECT NAME	WEB PHISHNG DETECTION
MAXIMUM MARKS	2 MARKS

DefineCS, fitintoCC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>-The Customer who wants to make transaction.</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>-Android phone/Laptop/PC -Proper internet connection -Bank details</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>-Two Factor Authentication method to be used for avoiding getting scammed. -Security questions to be asked to user while user login to the page.</div></div>	ExploreAS, differentiate
	<div>2. JOBS-TO-BE-DONE/PROBLEMS<div>J&P</div><div>-To identify whether the website is phishing.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>-This problem is caused by lack of knowledge about phishing, lack of security, and lack of awareness.</div></div>	<div>7.BEHAVIOUR<div>BE</div><div>-Customer should not provide credentials without double checking. -They need to gain information and knowledge about website and other transaction details.</div></div>	
	<div>3. TRIGGERS TO ACT<div>TR</div><div>Hearing numerous rumours about losing money in websites.</div></div> <div>4. EMOTIONS: BEFORE/AFTER<div>EM</div><div>Before –Customer struck with fear while transacting money. After –Customer feels free to make transaction in any website/app after gaining knowledge about phishing.</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>-Using filtering website methods and detection engines. -Recommended to use web-proxy method. .</div></div>	<div>8. CHANNELS OF BEHAVIOUR - Online<div>CH</div><div>- Advertising in websites and in social media platform</div></div> <div>Offline<div>- To advertise through news paper.</div></div>	

DefineCS, fitintoCC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>-The Student who try to access information from website..</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>-Android phone/laptop -Internet connections -URL website.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>-Stop filling personal details. -Don't accept privacy and cookies.</div>	ExploreAS, differentiate
	<div>2. JOBS-TO-BE-DONE/PROBLEMS<div>J&P</div></div> <div>-Receiving public mails from registered website.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>-The problem is caused because of giving sensitive information in visiting websites.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>-User needs to examine the website before entering details. -User should check whether the website has lock key symbol or not.</div>	
	<div>3. TRIGGERS TO ACT<div>TR</div></div> <div>Receiving public emails from random websites.</div> <div>4. EMOTIONS: BEFORE/AFTER<div>EM</div></div> <div>Before –User feels irritated when getting mails. After – Students has explicit envision when accessing websites for information.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>-Ensure the website has 's' in (//https) in url link. -Check website is end-to-end encrypted.</div>	<div>8. CHANNELS OF BEHAVIOUR - Online<div>CH</div></div> <div>- Advertise through social media and websites</div> <div>Offline</div> <div>- To advertise through news paper.</div>	

DefineCS, fitintoCC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>-The Worker who works in a company.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>-Android phone/Laptop/PC -Proper internet connection -Email id</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>-Think before you click the link. -Check for suspicious attachments -An unfamiliar tone/greeting.</div>	ExploreAS, differentiate
	<div>2. JOBS-TO-BE-DONE/PROBLEMS<div>J&P</div></div> <div>-To identify whether the received mails are malicious/suspicious or not.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>-This problem is caused by Users lack of awareness about phishing crimes.</div>	<div>7.BEHAVIOUR<div>BE</div></div> <div>-User should read email twice. -Use security email gateway.</div>	
	<div>3. TRIGGERS TO ACT<div>TR</div></div> <div>Getting Spam mails spontaneously.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>-Check whether the words are misspelled. -Examine Domain name. -Use anti-phishing tools and software. .</div>	<div>8. CHANNELS OF BEHAVIOUR - Online<div>CH</div></div> <div>- Advertise is shown while accessing website and through organizations.</div>	
IdentifystrongTR&EM	<div>4. EMOTIONS: BEFORE/AFTER<div>EM</div></div> <div>Before –Worker gets irritated when receiving mails. After –Worker got clear perspective about email phishing..</div>		<div>Offline - To advertise through news paper.</div>	Extract online &offline CH ofBE

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS -The Customer who wish to purchase product..	6. CUSTOMER CONSTRAINTS CC -Android phone/Laptop/PC -Proper internet connection -Product Application -Bank details	5. AVAILABLE SOLUTIONS AS -Reviews details. -Examine other users who done purchasing. -Contact them to ensure more information.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE/PROBLEMS J&P -To identify whether the application is scam or not.	9. PROBLEM ROOT CAUSE RC -This problem is caused by other users who had bad experience while purchasing. -Influence from outsiders.	7. BEHAVIOUR BE -User should gather full details about application. -Read both positive and negative reviews.	
	3. TRIGGERS TO ACT TR Reviews from already used user frightens customer.	10. YOUR SOLUTION SL -Ensure the website is legit by contacting them and gathering information about product and other details. .	8. CHANNELS OF BEHAVIOUR - Online CH - advertised in other applications.	
Identify strong TR & EM	4. EMOTIONS: BEFORE/AFTER EM Before –Confused about purchasing product.. After –Customer feels easy to make his/her choice about purchasing.		Offline - To advertise through news paper.	Extract online & offline CH of BE