

## Project Design Phase-I Solution Fit Template

Team ID	PNT2022TMID39178
Project Name	Web phishing Detection

<b>Define CS, fit into CC</b>  Focus on J&P, tap into BE, understand RC	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b>  An internet user who makes the payment via digital.  An enterprise user surfing through internet for information.	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b>  Customers have very little awareness on phishing websites.	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> Which solutions are available  The existing solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.  But the blocking of phishing sites is not effective as the attackers use a different/new site to steal potential data. Thus, an AI/ML model can be used to prevent customers from these kinds of sites which steals data	<b>Explore AS, differentiate</b>  Focus on J&P, tap into BE, understand RC
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b>  The phishing websites must be detected in an earlier stage.  The user can be blocked from entering such sites for the prevention of such issues.	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b>  The hackers use new ways to cheat the internet users.  Very limited research is performed on this part of the internet.	<b>7. BEHAVIOUR</b> <b>BE</b>  The option to check the legitimacy of the Websites is provided.  Users get an idea about what to do and More importantly what not to do.	

Identify Strong TR & EM	<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>A trigger message can be popped warning the user about the site.</p> <p>Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing site detected” message.</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>An option for the users to check the legitimacy of the websites is provided.</p> <p>This increases the awareness among users and prevents misuse of data, data theft etc.,</p>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p><b>8.1 ONLINE</b> Customers tend to lose their data to phishing sites.</p> <p><b>8.2 OFFLINE</b> Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,</p>	Identify Strong TR & EM
	<p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>The customers feel lost and insecure to use the internet after facing such issues.</p> <p>Unwanted panicking of the customers is felt after encounter loss of potential data to such sites.</p>			