1. CUSTOMER SEGMENT(S) — CS

- The CEO of the organization who has the highest authority in the organization and had a capable of protecting his employer details.

- An employees who works in the organization under the control of the CEO.

6. CUSTOMER CONSTRAINTS — CC

- Customer should avoid the unneccesary pop-ups and going through the links.

- They should analyse whether the website is providing the security of our sensitive information (login id , password , etc..).

- Then one can give the login credential to such websites.

5. AVAILABLE SOLUTIONS — AS

- URL scanning technology steps was from opening malicious links or visiting potentially dangerous websites.

- To combat the ever evolving and complexity of phishing attacks and tactics ,ML anti-phishing techniques are essential .

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- The user name, login , mail id and other credentials of employees should be protected by the CEO.
- Employees should not login to vulnerable website links without prior knowledge and he should give assurance not to login without any permission of CEO.

9. PROBLEM ROOT CAUSE — RC

- Increased number of users who are making online transactions. But unaware of the phishing.
- Also many ways are found to steal the customer credentials by phishers. But still customers are careless.

7. BEHAVIOUR — BE

DIRECTLY RELATED:

- Complaints to their organization regarding their problems and get their primary back.

INDIRECTLY RELATED:

- Report the website periodically.

3. TRIGGERS — TR

- Customer lost their sensitive credentials by using such websites
- Intimate their higher authorities to block such sites.

4. EMOTIONS: BEFORE / AFTER — EM

BEFORE:
- The employee may lost his job and feels insecure to log in to the website after facing such phishing .
- The CEO may lost his credence towards the employees.

AFTER:
- The employee will feel safe after knowing that his data is well protected and he could work without worrying .
- The CEO will face his employees with feeling of proud and useful since he had prevented phishing .

10. YOUR SOLUTION — SL

- Creating a phishing detection websites , customers can identify the websites which is fraudulent or not and keeping their data safely. This can be done by Machine learning algorithm.

- Also self awareness should be there among customers

8. CHANNELS of BEHAVIOUR — CH

ONLINE:

- By rating and reviewing the websites.
- By giving feedback and below rating to such websites and so others will be aware the companies/organization.

OFFLINE

Let aware the companies/organization by telling the problems they faced.

Side labels: Define CS, fit into CC | Focus on J&P, tap into BE | Explore AS, differentiate | Focus on J&P, tap into BE