

Ideation Phase

Defining the Problem Statement

Date	17 October 2022
Team ID	PNT2022TMID27267
Project Name	Project - Web Phishing Detection
Maximum Marks	2 Marks

Customer Problem Statement:

Phishing is a lucrative type of fraud in which the criminal deceives receivers and obtains confidential information from them under false pretenses. Phished emails may direct the users to click on a link of a website or attachment where they are required to provide confidential information like passwords, credit card information etc. The phisher sends out the messages to thousands of users and usually only a small percentage of recipients may fall into the trap but this can result in high profits for the phisher. The entire process of phishing can also be described as a type of social engineering attack which is often used to steal user data with the sole purpose of causing harm to the individual or an entire organization. Especially during these times where scams are becoming more and more sophisticated and wide-spread, users who browse the internet for required information must have a way to make sure that site or link they visit or receive are safe.

Problem Statement - 1:



Problem Statement - 2:



Problem Statement (PS)	I am [Customer]	I'm trying to	But	Because	Which makes me feel
PS - 1	an internet user	browse the internet for information	I receive suspicious links that i'm unsure of	of malicious hackers who wish to exploit user data	Threatened and Unsafe.
PS - 2	an online customer	purchase products online	I get attractive advertisements from untrusted sites	I do not have a software to help recognize safe sites from unsafe ones	Stressful and Disappointed
PS- 3	an Enterprise user	Open emails in the cloud server	I detect malicious protocols	They are not cryptographically signed	Frustrating and Violated