Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

- Users who purchase products online and make payments through e-banking.
- Online payment services
- Web Browsers and Hand-Held applications.

6. CUSTOMER CONSTRAINTS   `CC`

- They won't be able to understand the true nature of the site because they can't observe the transaction site's primary procedure.
- Customers are unable to distinguish between legitimate and fraudulent websites. They are unable to determine whether they should believe the information provided on the websites.

5. AVAILABLE SOLUTIONS   `AS`

- To identify phishing websites, there are numerous websites that offer phishing detection services. Our phishing detection website's main benefit is that it accurately identifies phishing websites and alerts users before sending them there right away.
- The aforementioned methods evaluate whether the website is included among reputable websites, but they have restrictions on things like exact names and the frequency of additions to the list.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`

- To Ensure user safety by preventing user data from being stolen.
- Educate the user on suspicious activity on the surface of the website
- Help the user identify authentic websites from fake phishing ones.

9. PROBLEM ROOT CAUSE   `RC`

- The issue is that phoney websites can steal client information because of this vulnerability. In order to access the customer's bank account and steal the money, these websites will use the customer's information.
- . The average person won't be very knowledgeable in this field. Even using the web service is more difficult for them.

7. BEHAVIOUR   `BE`

- Customers utilise phishing detection websites to avoid accessing fraudulent websites and safeguard their personal information on those websites.
- Even if a website appears to be legitimate, users should not believe it.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS   `TR`
- Attractive Advertisements / Sales Coupon
- Pop-ups of various kinds
- Links pretending to be legitimate that prompt the user to enter his/her personal details

4. EMOTIONS: BEFORE / AFTER

BEFORE:

Fear, Confused, Threatened, Anxious, Violated..

AFTER:

- Safe, Aware, Confident, Happy

10. YOUR SOLUTION   `SL`

Using phishing detection websites to stop their information from being leaked is the greatest way to stop clients from visiting fraudulent websites.

8. CHANNELS OF BEHAVIOUR   `CH`

8.1 ONLINE
Customers utilise phishing websites to prevent the leakage of the information they would otherwise supply to the website.

8.2 OFFLINE
There won`t be any issues while the customer is offline because they are unable to access any websites when offline

Identify strong TR & EM