

fine CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <p>An internet user who is thoughts to buy products online.</p> <p>An enterprise user surfing through the internet for getting more information over the internet</p>	6. CUSTOMER CONSTRAINTS CC <p>Customers to have very low awareness on phishing websites.</p> <p>They don't know what to do after they losing their data information.</p>	5. AVAILABLE SOLUTIONS AS <p>Which solutions are available</p> <p>The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.</p> <p>But the blocking of phishing sites are not more affective as the attackers use a different/new site to steal potential data thus a AI/ML model can be used to prevent customers from these kinds of sites to stealing data</p>
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s on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <p>The phishing websites must be detected the url have some phishing suspicious in a earlier stage</p> <p>The user could be blocked from entering such sites for the preventionof such issues like phishery links.</p>	9. PROBLEM ROOT CAUSE RC <p>The black hat hackers to use some new ways to cheat the native users.</p> <p>Very limited research is performed on this part of the internet.</p>	7. BEHAVIOUR BE <p>The option to check the legitimacy of the Websites is provided.</p> <p>Users get an idea what to do and more importantly what not to do.</p>	s on J&P, tap into BE, understand RC
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Identify strong T&EM	<p>3. TRIGGERS TR</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>10. YOUR SOLUTION SL</p> <p>An option for the users to check the legitimacy of the websites is provided.</p> <p>To increasing the awareness among users and prevents misuse of data, data theft etc.,</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <p>Customers tend to lose their data to phishing sites.</p> <p>8.2 OFFLINE</p> <p>Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,</p>	Identify strong T&EM
	<p>4. EMOTIONS: BEFORE / AFTER EM</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>			