

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>An internet user who is willing to shop products online.</div><div>An enterprise user surfing through the internet for some information.</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>Customers have very little awareness on phishing websites.</div><div>They don't know what to do after losing data.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>Which solutions are available</div><div>The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.</div><div>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 from stealing data</div></div>	Explore AS, differentiate
	Focus on J&P, tap into BE, understand RC			

Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>J&P</div> <div><p>The phishing websites must be detected in a earlier stage .</p><p>The user can be blocked from entering such sites for the prevention of such issues.</p></div>	<div>9. PROBLEM ROOT CAUSE</div> <div>RC</div> <div><p>The hackers use new ways to cheat the naïve users.</p><p>Very limited research is performed on this part of the internet.</p></div>	<div>7. BEHAVIOUR</div> <div>BE</div> <div><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></div>	Focus on J&P, tap into BE, understand RC

I d e n t i f y s t r o n g T R & E M	<div data-bbox="114 339 282 367">3. TRIGGERS</div> <div data-bbox="685 384 723 411">TR</div> <div data-bbox="114 422 562 481">A trigger message can be popped warning the user about the site.</div> <div data-bbox="114 534 600 630">Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing site detected” message.</div> <div data-bbox="114 740 524 767">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="685 740 723 767">EM</div> <div data-bbox="114 778 730 837">How do customers feel when they face a problem or a job and afterwards?</div> <div data-bbox="114 874 754 933">The customers feel lost and insecure to use the internet after facing such issues.</div> <div data-bbox="114 970 754 1029">Unwanted panicking of the customers is felt after encounter loss of potential data to such sites.</div>	<div data-bbox="790 339 1055 367">10. YOUR SOLUTION</div> <div data-bbox="1357 339 1395 367">SL</div> <div data-bbox="790 378 1281 446">An option for the users to check the legitimacy of the websites is provided.</div> <div data-bbox="790 541 1357 609">This increases the awareness among users and prevents misuse of data, data theft etc.,</div>	<div data-bbox="1460 339 1832 367">8. CHANNELS of BEHAVIOUR</div> <div data-bbox="2033 339 2072 367">CH</div> <div data-bbox="1460 378 1592 399">8.1 ONLINE</div> <div data-bbox="1440 410 2042 469">Customers tend to lose their data to phishing sites.</div> <div data-bbox="1460 580 1606 601">8.2 OFFLINE</div> <div data-bbox="1460 612 2018 719">Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,</div>	I d e n t i f y s t r o n g T R & E M
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