**Project Title:** Web Phishing Detection **Project Design Phase-I** - **Solution Fit Template Team ID:** PNT2022TMID23445

**1. CUSTOMER SEGMENT(S)**

**6. CUSTOMER CONSTRAINTS**

**CS**

**CC**

An enterprise user surfing through the internet for some information.

They don’t know what to do after losing

data.

**5. AVAILABLE SOLUTIONS**

Which solutions are available

The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.

**AS**

An internet user who is willing to shop products online.

Customers have very little awareness on phishing websites.

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

The option to check the legitimacy of the Websites is provided.

Users get an idea what to do and more importantly what not to do.

**BE**

**7. BEHAVIOUR**

Very limited research is performed on this part of the internet.

**RC**

**9. PROBLEM ROOT CAUSE**

The hackers use new ways to cheat the naïve users.

The phishing websites must be detected in a earlier stage .

The user can be blocked from entering such sites for the prevention of such issues.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

**Explore AS, differentiate**

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

**Define CS, fit into CC**

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

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| **I**  **d e n t i f y s t r o n g T R**  **& E M** | **3. TRIGGERS** |  | . | **10. YOUR SOLUTION SL**  An option for the users to check the legitimacy of the websites is provided.  This increases the awareness among users and prevents misuse of data, data theft etc., | **8. CHANNELS of BEHAVIOUR CH**  **8.1 ONLINE**  Customers tend to lose their data to phishing sites.  **8.2 OFFLINE**  Customers try to learn about the ways they get cheated from various resources viz., books, other people etc., | **I**  **d e n ti f y s t r o n g T R**  **& E M** |
|  | **TR** |
| A trigger message can be popped warning |  |
| the user about the site. |  |
| Phishing sites can be blocked by the ISP and |  |
| can show a “site is blocked” or “phishing site |  |
| detected” message. |  |
| **4. EMOTIONS: BEFORE / AFTER EM** | |
| How do customers feel when they face a problem or a job and afterwards? | |
| The customers feel lost and insecure to use the internet after facing such issues. | |
| Unwanted panicking of the customers is felt after encounter loss of potential data to such sites. | |