

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <p>Cyber security awareness</p> <p>Increase alterness level</p> <p>Safe browser experience</p>	6. CUSTOMER CONSTRAINTS CC <p>Improves safety</p> <p>Trustable</p> <p>Time</p> <p>cost</p>	5. AVAILABLE SOLUTIONS AS <p>Web phishing detection using Ibm watson and Machine learning</p>	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS <p>The hackers/attackers try to get the user's sensitive information by posing as a reputable source. Nowadays the attackers use the trusted domain identity to trapped the users and gain the user's sensitive information</p>	9. PROBLEM ROOT CAUSE RC <p>Phishing has a list of negative effects on a business, including loss of money, loss of intellectual property, damage to reputation, and disruption of operational activities. These effects work together to cause loss of company value, sometimes with irreparable repercussions.</p>	7. BEHAVIOUR BE <p>Enterprise Threat Protector proactively identifies, blocks, and mitigates phishing. Enable proactive protection against zero-day malware and spear phishing attacks. Cloud-agnostic.</p>	

3. TRIGGERS TR <p>A phisher may use public resources, especially social networks, to collect background information about the personal and work experience of their victim. These sources are used to gather information such as the potential victim's name, job title, and email address, as well as interests and activities. The phisher can then use this information to create a reliable fake message.</p>	10. YOUR SOLUTION SL <p>To solve this problem we Identify, block and targeted the Phishing and ransomware by using classification algorithm to classify the real URLs and fake URLs to prevent the user's information by acknowledge them</p>	8. CHANNELS of BEHAVIOUR CH <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 books, other people etc.</p>
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