

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>People who purchase products online and make payments through e-banking.</p></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>Customer will face to detect phishing attacks at scale with constraints on accuracy and performance. Customer must need a proper internet connection.</p></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>Users use anti-phishing protection and anti-spam software to protect themselves when malicious messages slip through to their computer</p></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>Web Phishing Detection: We are solving the problem of phishing by automatically detecting the websites that steals the credentials of the user to stop it at the starting stage by detecting the websites using Machine Learning</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>Once they get into your profile, they can steal your personal data, which they can use for future scams as well.</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>Pop up message is shown to the customer which displays the website is a phishing website and instructs the customer to report and leave the site.</p></div>	
	Focus on J&P, tap into BE, understand RC			

<div>3. TRIGGERS</div> <div>TR</div> <div>After knowing people losing their credentials through online browsing triggers the customer for solution.</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>We are collecting available data and analyze with the help of machine learning and help the customer to warn them about the phishing website which in turn help them to be secured.</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div><div>Online:</div><div>Pop up message will be shown and the website will be detected as phishing website.</div></div> <div><div>Offline:</div><div>Product is not available for offline usage.</div></div>
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div><div>Before:</div><div>Customer who access websites tends to loss their identity and their personal information</div></div> <div><div>After:</div><div>Now with the help of our product the customer can easily enhance the problem.</div></div>		