

PROJECT DESIGN PHASE – 1

| | |
|---------------|-----------------------|
| Date | 12 October 2022 |
| Team ID | PNT2022TMID18067 |
| Project Name | Web Phising Detection |
| Maximum Marks | 2 Marks |

PROBLEM SOLUTION FIT

| | | |
|---|---|--|
| <p><u>1. Customer Segments</u> + Website users</p> | <p><u>6. Customer Limitation</u> Since it is time consuming process to undergo the system of phising detection customers who in need of quick response from the website may hesitate use this feature.</p> | <p><u>5. Available Solution</u> Existing solutions mainly focuses on Content Based Approach and predefined rules but there may be some hidden rules and may fail to detect some of the phishing sites .</p> |
| <p><u>2. Problems</u> Since every website needs to undergo the system of phising detection , conventional browsing is interrupted in terms of response time.</p> | <p><u>9. Problem root cause</u> No awarness about the phising websites among the users. Also there is no proper platform that assures the webphising detection.</p> | <p><u>7. Behavior</u> Customers are supposed to enter the URL of the website in the web application to detect whether the website is phished or ot.</p> |
| <p><u>3. Triggers to Act</u> When customers wants to give their datas safely in the website to avoid the theft of sensitive information of them.</p> | <p><u>10. Your Solution</u> Machine Learning model takes URL as input. In that some of the notable features such as urllength, havingip address, port etc... Using these features the model is trained and it detects whether the website is phished website or not.</p> | <p><u>8. Channels of Behavior</u> 1. Online: URL of the website need to be entered in the web application. 2. Offline: No actions need to be taken by the customers in the offline</p> |
| <p><u>4. Emotions</u> When customers gives their datas in the website they may feel insecure that their datas may be stealed. After using our product they will feel confident that datas will not be misused.</p> | | |