Web Phishing Solution Fit:

1. CUSTOMER SEGMENT

Users that uses internet for sharing and accessing resources

Eg: Users perform bank transaction, subscribing on a scheme

7. CUSTOMER CONSTRAINTS

Phishing attacks tend to behave and function like legitimate sites fooling users. Not aware and knowledge on how phishing attacks work.

4. AVAILABLE SOLUTIONS

Manual self-analysis by verifying upon web address's anonymous characteristics.
Cross verifying link with phishing database

2. PROBLEMS

Confidential Threat,
Bankrupt,
Data Leaks, System Malfuntioning
Prior motive is to concern on end-user's privacy

8. PROBLEM ROOT CAUSE

New methods adapted by attackers.
Algorithms low efficacy rates. Ambiguous access to credentials

5. BEHAVIOUR

Using a custom extension that analysis the current link. Users access the extension which provide the results.

3. TRIGGERS

In form of Alerts by an entity Urge / Temptation to commit a task.
Awareness of such attacks that could steal personal credentials without any indication.

9. EMOTIONS: BEFORE /AFTER

Before: Fear of Insecurity,Subject to vulnerability
After: Confidence in accessing websites, Releif of privacy maintain

6. YOUR SOLUTION

Detecting Phishing websites by Machine Learning & Classification Algorithm. Use of Pre-defined blacklisted website database