

Project Design Phase-I Solution Fit Template

Team ID	PNT2022TMID35524
Project Name	Web phishing Detection

Define CS, fit into CC Focus on J&P, tap into BE, understand RC	1. CUSTOMER SEGMENT(S) CS A netizen who is willing to buy online products. An enterprise user surfing through the internet for information.	6. CUSTOMER CONSTRAINTS CC Customers have very little awareness on phishing websites.	5. AVAILABLE SOLUTIONS AS Which solutions are available The existing solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website. But the blocking of phishing sites is not effective as the attackers use a different/new site to steal potential data. Thus, an AI/ML model can be used to prevent customers from these kinds of sites which steal data	Explore AS, differentiate Focus on J&P, tap into BE, understand RC
	2. JOBS-TO-BE-DONE / PROBLEMS J&P The phishing websites must be detected in an earlier stage. The user can be blocked from entering such sites for the prevention of such issues.	9. PROBLEM ROOT CAUSE RC The hackers use new ways to cheat the internet users. Very limited research is performed on this part of the internet.	7. BEHAVIOUR BE The option to check the legitimacy of the Websites is provided. Users get an idea about what to do and more importantly what not to do.	

Identify strong T&EM	<div><div>3. TRIGGERS</div><div>TR</div><p>A trigger message can be popped warningthe user about the site.</p><p>Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing sitedetected” message.</p></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><p>An option for the users to check the legitimacy of the websites is provided.</p><p>This increases the awareness among users and prevents misuse of data, data theft etc.,</p></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><div><div>8.1 ONLINE</div><p>Customers tend to lose their data to phishing sites.</p></div><div><div>8.2 OFFLINE</div><p>Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,</p></div></div>	Identify strong T&EM
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><p>How do customers feel when they face a problem or a joband afterwards?</p><p>The customers feel lost and insecure to use the internet afterfacing such issues.</p><p>Unwanted panicking of the customers is felt after encounterloss of potential data to such sites.</p></div>			