

Define CS, fit into

## 1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

- ✓ E-commerce consumers
- ✓ Internet Users
- ✓ Enterprise User

## 6. CUSTOMER

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- ✓ Lack of awareness and basic knowledge on phishing
- ✓ Untraceable scam websites

## 5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

- ✓ Antivirus software or Anti-Phishing toolbar
- ✓ AI/ML model employed to prevent attacks
- ✓ Blacklisting sites

Explore AS,

Focus on J&P, tap into BE, understand

## 2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- ✓ Authenticate websites
- ✓ Detect phishing websites in earlier stage and blacklist at earliest

## 9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists?  
What is the back story behind the need to do this job?  
i.e. customers have to do it because of the change in regulations.

- ✓ Lack of awareness from consumers
- ✓ Scammers

## 7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?  
i.e. directly related: find the right solar panel installer, calculate usage and benefits;  
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- ✓ Report issue to cybersecurity
- ✓ Contact web community helpline
- ✓ Research and report site

Focus on J&P, tap into BE, understand

Identify strong TR & EM

## 3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- ✓ Reading news about E-banking scams
- ✓ Past experience

## 4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?  
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

- ✓ Suspicious > trustworthy
- ✓ Threatened/Insecure > At ease/secure

## 10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.  
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- ✓ Verifies genuineness of websites and payment gateways
- ✓ ML approach to classify fraudulent websites

## 8. CHANNELS of BEHAVIOUR

CH

### 8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

- ✓ Examine websites
- ✓ Report site
- ✓ Not clicking random pop-ups

### 8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- ✓ Approach Cybersecurity
- ✓ Raise awareness among peers

Extract online & offline CH of BE