

Define CS, fit into CC	<div>CS</div> <div>1. CUSTOMER SEGMENT(S)</div> <div>Internet users who frequent millions of websites</div> <div>especially those who utilise websites for e-banking and e-commerce.</div>	<div>CC</div> <div>6. CUSTOMER CONSTRAINTS</div> <div><ul style="list-style-type: none">Phishing attempts frequently result in the loss of a customer's credentials and valuable personal information.The websites operate and conduct</div>	<div>AS</div> <div>5. AVAILABLE SOLUTIONS</div> <div><ul style="list-style-type: none">Manual self-analysis using address features as a basis for confirmation.Double checking the link with a phishing database.</div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>—</div> <div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>Obtaining the URLs of websites from customers, classifying them using various ML</div>	<div>RC</div> <div>9. PROBLEM ROOT CAUSE</div> <div>Developments in technology that encourage hacking and phishing.</div> <div>Low effectiveness of algorithms.</div> <div>Credential access that is unclear.</div>	<div>BE</div> <div>7. BEHAVIOUR</div> <div><ul style="list-style-type: none">Making use of a unique extension that examines the current linkThe user can access the extension that offers results.</div>	Focus on J&P, tap into BE, understand RC

<div>3. TRIGGERS</div> <div>TR</div> <div><ul style="list-style-type: none">• As alerted with the urge or temptation to commit to a task.</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>Making a website in Python where a user may enter a URL and the system classifies it as a phishing website or not using machine learning algorithms and then provides the user with feedback</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div><ul style="list-style-type: none">• ONLINE<div>Using the website link to examine the phishing website's behaviour and receiving feedback from the phishing website</div></div>
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div><ul style="list-style-type: none">• Before: Fear of Uncertainty, Vulnerability.• After: Relief of maintaining privacy and confidence in website access.</div>		