

Ideation Phase

Define the Problem Statements

Date	02 October 2022
Team ID	PNT2022TMID13259
Project Name	Web Phishing Detection
Maximum Marks	2 Marks

Customer Problem Statement:

Many consumers utilize e-banking to make purchases and payments for goods they find online. There are several e-banking websites that often request sensitive information from users—such as usernames, passwords, and credit card information—for harmful purposes. Phishing websites are this kind of online banking websites. One of the most important software services for communications on the Internet is the web service. One of the many security risks to online services on the Internet is web phishing. By seeming to be a trustworthy organization, web phishing seeks to obtain sensitive information including usernames, passwords, and credit card numbers. It will result in data leakage and property damage. Large businesses may fall victim to various schemes.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Reference:

https://miro.com/app/board/uXjVPRGMeak=

Example:

I am frequent online shopper	I'm trying to perform online transaction	But payment portal doesn't feel safe	Because they may steal my data	Which makes me feel insecure
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Internet User	Browse the internet	I identify a scam	An attacker poses as a trustworthy organization.	Concerned about the security of my online information
PS-2	Enterprise user	Open emails in the cloud server	I detect malicious protocols	They are not cryptographically signed	Emails are unverified and third party intrusion