

PROJECT DESIGN PHASE – 1

PROBLEM SOLUTION FIT

TITLE : WEB PHISHING DETECTION

TEAM ID : PNT2022TMID28154

D E F I N E (CS) F I T I N T O (CC)	1. CUSTOMER SEGMENT (CS)	6.CUSTOMER CONSTRAINTS (CC)	5.AVAILABLE SOLUTIONS (AS)	E X P L O R E (AS) D I F F E R E N T I A T E
	An online user wants to purchase products through online store.	Customers doesn't have more awareness about websites that undergoes phishing.	The solutions which are available already are trying to block the phishing websites and alerts the customers by triggering an alert message about the vigorous nature of the website.	
	An enterprise user is surfing through the internet for some information.	Once they loose their data, they don't have any idea about what to do.	But blocking phishing sites are not more effective as the attackers use a new website to steal the informative data , so inorder to prevent the users from these kinds of websites involving in stealing information, a AI/ML model can be used.	

Focus On (J&P) Fit Into (BE) Under stand (RC)	1. JOBS-TO-BE DONE/PROBLEMS (J&P) The phishing websites must be efficient enough to detect at earlier stage. The user can be blocked from entering such sites inorder to prevent such issues.	9. PROBLEM ROOT CAUSE (RC) New form of methods are used to cheat the naïve users. On this part of internet, very limited research is performed	7. BEHAVIOUR (BE) To check the legitimacy of websites, the required option is provided. With the help of this , the naïve users gather some idea on what to do and what not to do.	Focus on (J&P) Fit Into (BE) Under stand (RC)
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I D E N T I F Y S T R O N G (TR) & (EM)	1. TRIGGERS (TR) <p>In order to warn/alert the users about the website, a message is being triggered.</p>	10.YOUR SOLUTION (SL) <p>To check the legitimacy of the websites, an option is provided to the users.</p>	8.CHANNELS OF BEHAVIOUR (CH) 8.1. ONLINE <p>Customers may tend to lose their information to phishing sites.</p>	I D E N T I F Y S T R O N G (TR) & (EM)
	<p>Phishing sites can be blocked by the ISP and can show a “site isblocked” or “phishing site detected” message.</p>	<p>This increases awareness among users and prevents data theft, misuse of data, etc.</p>	8.2. OFFLINE <p>Through various resources, books, experienced people, etc, the customers try to learn about the ways they got cheated from.</p>	
	2. EMOTIONS : BEFORE/AFTER (EM) <p>What customers feel when they face a problem after getting affected from this?</p> <p>After facing such issues, the customers might feel lost and insecure to use internet and could’nt come over from such embaressment.</p>			

	Customers are held in unwanted panic after facing such issues and the loss of potential data to such websites.			
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