

Project Title: Web Phishing Detection

Project Design Phase-I - Solution Fit Template

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Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids <ul style="list-style-type: none">e-banking usersOnline Purchaser	6. CUSTOMER CONSTRAINTS 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. <ul style="list-style-type: none">Network ConnectionAvailable devices	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 <ul style="list-style-type: none">Direct bank money transaction is an alternative to e-banking transaction and online payment.	Explore AS, differentiate

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.

- Never email your personal or financial information
- Use caution
- Use security best practices
- Review your credit card and bank account details

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.

Real Reason that this problem exists:

- To steal Customer's Money

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done? usage and benefits; indirectly associated: customers spend free

- Check Spelling of URLs
- Watch out for websites containing unusual contents

<div><div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div><div>• Seeing or hearing any Phishing attacked news</div></div></div></div>	<div><div><div>10. YOUR SOLUTION</div><div>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.</div><div>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.</div><div><div>• Detecting Phishing websites using features</div><div>• Alerting user before using Phishing URLs</div><div>• Allowing only Legitimate websites.</div></div></div></div>	<div><div><div>8.CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div><div>• Share about phishing attacks through social media</div></div></div></div> <div><div><div>8.1 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div><div>• Complaint about phishing websites to police</div></div></div></div>
<div><div><div>4. EMOTIONS: BEFORE / AFTER</div><div>How do customers feel when they face a problem or a job and afterwards?</div><div>i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</div><div><div>• Lost</div><div>• Insecure</div><div>• Alertness</div><div>• Aware</div></div></div></div>		