Project Title:

Web phishing Detection   Project Design Phase-I – Solution Fit Template

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1. CUSTOMER SEGMENT(S)

- Users
- Business email Compromise
- Public

6. CUSTOMER CONSTRAINTS   CC

- To prevent spam link.
- Prevent user data.

5. AVAILABLE SOLUTIONS   AS

- Install firewalls
- Change our password regularly.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

- Protect your data by backing it up.
- Protect your device and confidential information.

9. PROBLEM ROOT CAUSE

- Security
- Prevent unwanted link

7. BEHAVIOUR

Phishing detection systems are principally based on the analysis of data moving from phishers to Victims.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS

Phishing is a type of social engineering attack often used to steal user data including login credentials and credit card

10. YOUR SOLUTION

- Use anti-Phishing protection and anti-spam Software to protect yourself when malicious messages slip through to your computer.

8. CHANNELS of BEHAVIOUR

- Spear Phishing
- Whaling
- Vishing

4. EMOTIONS: BEFORE / AFTER

Security purpose to prevent our data.

Identify strong

Extract online & offline