

Ideation Phase

Define the Problem Statements

Date	16 October 2022
Team ID	PNT2022TMID45474
Project Name	Project – Web Phishing Detection
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Reference: <https://miro.com/templates/customer-problem-statement/>

Example: Web Phishing Detection



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A social influencer	Access the original webpage	I am unable to access the original webpage	url redirect to the cloned webpage	discomfort
PS-2	Student	Update my aadhar	I am unable to access the original webpage	url redirect to the cloned web page	insecure