

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <ul style="list-style-type: none">• Organizationbased on E-commerce• Banking and Insurance sectors	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none">• Lack of knowledge about web phishing• Lack of organized sectors against web phishing• Lack of law enforcement against web phishing	5. AVAILABLE SOLUTION <ul style="list-style-type: none">• Antivirus software• Firewall• web security gateway• Anti-phishing tools	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none">• Ensure safety of personal data• Ensure legit use of original website• Prevent user from suspicious malwares	9. PROBLEM ROOT CAUSE <ul style="list-style-type: none">• Increasing use of internet• Customers depending on comfortless• Lack of knowledge about web attacks	7. BEHAVIOUR <ul style="list-style-type: none">• Backup important files• Change login credentials often• Scan system for viruses	Focus on J&P, tap into BE, understand RC

3. TRIGGERS <ul style="list-style-type: none"> • Prevent important credentials of customers being stolen • Prevent financial losses and trust issues that occurs 	10. YOUR SOLUTION <ul style="list-style-type: none"> • Identify and block phish websites • Recommend original website • Validate website's identity regularly • Organize, group and secure original websites 	8. CHANNELS of BEHAVIOUR 8.1 ONLINE <ul style="list-style-type: none"> • Disconnect from internet • Check for viruses 8.2 OFFLINE <ul style="list-style-type: none"> • Call an expert
4. EMOTIONS: BEFORE / AFTER <ul style="list-style-type: none"> • Before: Scared about data theft • After: Feeling safe that our data is secure now 		