**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 19 September 2022 |
| Team ID | PNT2022TMID15402 |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

Web phishing problem statement:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| Web phishing detection | User who purchase products online and make payments through e-banking | Create an intelligent system to detect and predict phishing websites | Overfitting and underfitting of supervised learning models is an issue | Model being overtrained or model not being trained enough and statistical outliers | Stressful and confused |

Web phishing detection problem statement:

